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ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

35 September 18, 2012

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER



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September 18, 2012

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**AUTHORIZATION TO ACCEPT AND IMPLEMENT AMENDMENT NUMBER A03 TO
CALIFORNIA DEPARTMENT OF PUBLIC HEALTH STANDARD AGREEMENT NUMBER 11-
10233 TO EXTEND THE TERM EFFECTIVE OCTOBER 1, 2012 THROUGH SEPTEMBER 30,
2013, AND EXECUTE A MASTER AGREEMENT WORK ORDER FOR THE PROVISION OF
TEMPORARY PERSONNEL SERVICES TO SUPPORT THE NETWORK FOR A HEALTHY
CALIFORNIA
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

SUBJECT

Provide authorization to accept and implement Amendment Number A03 to California Department of Public Health Standard Agreement Number 11-10233 to extend the term, and execute a Master Agreement Work Order for the provision of temporary personnel services for the period October 1, 2012 through September 30, 2013 to support the Network for a Healthy California.

IT IS RECOMMENDED THAT THE BOARD:

1. Authorize and instruct the Director of the Department of Public Health (DPH), or his designee, to accept and implement Amendment Number A03 to California Department of Public Health (CDPH) Standard Agreement (SA) Number 11-10233 (Exhibit I) to extend the term for an additional year effective October 1, 2012 through September 30, 2013, in the amount of \$1,745,000 in United States Department of Agriculture (USDA) funding, to continue support of the Network for a Healthy California (Network).
2. Delegate authority to the Director of DPH, or his designee, to accept and execute future

agreements and/or amendments that are consistent with the requirements of CDPH SA Number 11-10233 that reflect non-material and/or ministerial revisions to the agreement's terms and conditions; allow for the rollover of unspent funds and/or redirection of funds; adjust the term of the agreement through March 31, 2014; and/or provide an increase or decrease in funding up to 25 percent above or below each term's annual base amount, subject to review and approval by County Counsel, review by CEO Risk Management as needed, and notification to your Board and the CEO which may include significant contractual provisions required by the State that depart from standard Board-approved language, including insurance and indemnification.

3. Delegate authority to the Director of DPH, or his designee, to execute a Master Agreement Work Order (MAWO) for the provision of temporary personnel services to support the Network, effective upon date of execution and pursuant to your Board's approval through September 30, 2013, at a total maximum obligation not to exceed \$1,500,000, contingent upon the availability of CDPH funds, and subject to review and approval by County Counsel, and notification to your Board and the CEO.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of Recommendation 1 will allow DPH to accept Amendment Number A03 to CDPH SA Number 11-10233 to extend the term of the agreement for one additional year to support the Network. The mission of the Network is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and accessibility to healthy food with the goal of preventing obesity and other diet-related chronic diseases. The Network is instrumental in the statewide Network's efforts to support and integrate research-based, culturally-appropriate nutrition education, physical activity promotion, and community engagement and empowerment efforts statewide. To accomplish this, the Network conducts activities in three major areas: 1) maximizing impact through regional coordination, collaboration, communications support, and training to all Network-funded projects and other partners serving the Network's target population who are food stamp recipients and/or similar low-income residents of Los Angeles County; 2) empowering community action through Regional Collaboratives; and 3) implementing the Network's targeted Fruit, Vegetable, and Physical Activity campaigns and programs on a regional level.

The funding will enable DPH to continue to promote healthy eating habits and physical activity as part of a lifestyle change for food stamp recipients and/or similar low-income residents, through the use of five regional campaigns and programs which will aid in the reduction of obesity and high-risk chronic diseases in Los Angeles County. The five campaigns focus on different target populations and include the African American Campaign, the Latino Campaign, the Children's PowerPlay! Campaign, the Retail Program, and the Worksite Program.

Recommendation 2 will allow DPH to accept future agreements and/or amendments that are consistent with the requirements of the SA to reflect non-material revisions to terms and conditions; permit the rollover of unspent funds and/or redirecting of funds; adjust the term of the SA; and/or provide an increase or decrease in funding up to 25 percent above or below each term's annual base amount. This recommended action will enable DPH to accept future agreements and/or amendments that adjust the project period up to six months beyond the original term, in those instances where there has been an unanticipated extension of the term to allow additional time to complete services and utilize grant funding. This authority is being requested to enhance DPH's efforts to expeditiously maximize grant revenue, consistent with Board Policy 4.070: Full Utilization of Grant Funds.

Recommendation 3 will permit DPH to execute a MAWO to support 24 contract personnel (12 full-time and 12 part-time positions) who will contribute to DPH's efforts to promote healthy eating habits and physical activity. These positions are responsible for providing leadership, program management, data collection and evaluation, and executing general administrative duties. The positions include: a Regional Network Project Director, a Regional Media Coordinator, a Collaborative Coordinator, a Worksite Program Manager, a Retail Program Manager, three Campaign Managers, a Physical Activity Specialist, a Worksite Program Assistant, four Campaign Assistants, a Physical Activity Assistant, and nine Community Health Leaders. It is not anticipated that these temporary grant-funded positions will be extended beyond September 30, 2013.

Implementation of Strategic Plan Goals

The recommended actions support Goal 3, Integrated Services Delivery, of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

DPH will accept SA Number 11-10233 Amendment Number A03 for the term of October 1, 2012 through September 30, 2013 in the amount of \$1,745,000 in USDA funding passed through the CDPH. Of this amount, an estimated \$1,500,000 will support the temporary personnel MAWO and an estimated \$245,000 will be utilized to support DPH costs associated with overseeing the Network (personnel, services and supplies, and indirect costs).

Funding is included in DPH's fiscal year (FY) 2012-13 Adopted Budget and will be included in future FYs, as necessary.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On May 31, 2005, your Board authorized acceptance of CDPH SA's for the period of January 1, 2005 through September 30, 2007 to support Network activities. On October 2, 2007 and August 19, 2008, your Board authorized acceptance of continuation funding for the period of October 1, 2007 through September 30, 2012.

On May 29, 2012, CDPH notified DPH, through a Letter of Intent, that it will amend SA Number 11-10233 to extend the term for one additional one-year term through September 30, 2013.

The SA includes indemnification language requiring the County to indemnify the State for all claims and losses relating to the Agreement. This is a standard requirement of the State.

CONTRACTING PROCESS

On August 19, 2008, your Board authorized execution of an agreement with the Public Health Foundation Enterprises, Inc. (PHFE) to support Network activities for the period of October 1, 2008 through September 30, 2011 with automatic renewal through September 30, 2012.

On October 19, 2010, your Board approved execution of Master Agreements with seven agencies for

the provision of temporary personnel services and delegated authority to the Director of DPH, or his designee, to execute work orders under the Master Agreements with the following criteria for each work order: a) \$399,999 or less annually, DPH will notify your Board of the work order once approved by County Counsel; b) \$400,000 to \$699,999 annually, upon approval from County Counsel, DPH will provide two weeks advance written notice to your Board and, unless otherwise instructed, will execute the work order; and c) \$700,000 or more annually, DPH will return to your Board for approval.

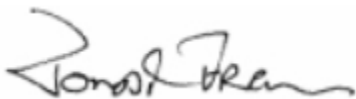
On August 9, 2012, DPH issued a work order solicitation to the seven Master Agreement contractors for temporary personnel services (12 full-time and 12 part-time positions) to support Network activities. The process is expected to be completed by September 24, 2012.

County Counsel has approved Exhibit I as to form. Attachment A is the Grant Management Statement for grants exceeding \$100,000.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommended actions will provide for the continuation of educational activities to promote healthy eating and physical activity to reduce and prevent obesity and high-risk chronic diseases among food stamp recipients and/or similar low-income Los Angeles County residents.

Respectfully submitted,



JONATHAN E. FIELDING, M.D., M.P.H.

Director and Health Officer

JEF:ev

Enclosures

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

STANDARD AGREEMENT AMENDMENT

STD. 213 A (Rev 6/03)

☐ CHECK HERE IF ADDITIONAL PAGES ARE ATTACHED 2 Pages



AGREEMENT NUMBER	AMENDMENT NUMBER
11-10233	A03
REGISTRATION NUMBER	

1. This Agreement is entered into between the State Agency and Contractor named below:
STATE AGENCY'S NAME
California Department of Public Health (CDPH)
CONTRACTOR'S NAME
County of Los Angeles, Department of Public Health
2. The term of this Agreement is October 1, 2011 through September 30, 2013
3. The maximum amount of this Agreement after this amendment is: \$3,595,426
Three Million Five Hundred Ninety Five Thousand Four Hundred Twenty Six
4. The parties mutually agree to this amendment as follows. All actions noted below are by this reference made a part of the Agreement and incorporated herein:
 - I. **Purpose of Amendment:** This amendment extends the term by one year resulting in a two-year agreement; continues the Scope of Work activities into Year 2; and increases the total budget to compensate the Contractor for performing services for Year 2. CDPH is obtaining a continuation of the services identified in the original agreement.
 - II. **Certain changes made in this amendment are shown as:** Text additions are displayed in **bold and underline**. Text deletions are displayed as strike through text (i.e., ~~Strike~~).

(Continued on next page)

All other terms and conditions shall remain the same.

IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.

CONTRACTOR		CALIFORNIA Department of General Services Use Only
CONTRACTOR'S NAME (If other than an individual, state whether a corporation, partnership, etc.)		
County of Los Angeles, Department of Public Health		
BY (Authorized Signature)	DATE SIGNED (Do not type)	
		
PRINTED NAME AND TITLE OF PERSON SIGNING		
Jonathan E. Fielding, MD, MPH, Director of Public Health and Health Officer		
ADDRESS		
313 North Figueroa Street, Room 806 Los Angeles, CA 90012		
STATE OF CALIFORNIA		
AGENCY NAME		<input type="checkbox"/> Exempt per:
California Department of Public Health		
BY (Authorized Signature)	DATE SIGNED (Do not type)	
		
PRINTED NAME AND TITLE OF PERSON SIGNING		
Yolanda Murillo, Chief, Contracts Management Unit		
ADDRESS		
1501 Capitol Avenue, MS 1802, P.O. Box 997377, Sacramento, CA 95899-7377		

- III. Paragraph 2 (term) on the face of the original STD 213 is amended to read: October 1, 2011 through ~~September 30, 2012~~ **September 30, 2013**. All references to the former contract term of October 1, 2011 through September 30, 2012 in any exhibit incorporated into this agreement are hereinafter deemed to read October 1, 2011 through **September 30, 2013**, and all references to the ending date of 2012 deliverables in any exhibit incorporated into this agreement are hereinafter deemed to read **2013**.
- IV. Paragraph 3 (maximum amount payable) on the face of the original STD 213 is increased by \$1,745,000 and is amended to read (Show original amount with strikethrough and new total amount) ~~\$1,850,426~~ **\$3,595,426** **(Three Million Five Hundred Ninety Five Thousand Four Hundred Twenty Six).**
- V. Exhibit A, Scope of Work is hereby revised and replaced in its entirety. The attached Exhibit A, Scope of Work, reflects a continuation of original activities into Year 2, with slight modifications of various activities, performance time lines, and due dates for specified deliverables.
- VI. Paragraph 4 (incorporated exhibits) on the face of the original STD 213 is amended to add the following:
- Exhibit A, A03 – Scope of Work** **(56 pages)**
- VII. Paragraph 4 (incorporated exhibits) on the face of the original STD 213 is amended to add the following exhibits.
- Exhibit B, Attachment I, A03 - Budget (Year 2)** **(5 pages)**
Exhibit B, Attachment II, A03 – Sub Budget (Year 2) **(4 pages)**
- VIII. Exhibit B, Budget Detail and Payment Provisions, is amended to remove the following provision: Item 7, Revenue. The remaining paragraphs shall be renumbered as items 7 and 8 as follows:

7. Revenue

- ~~A. This provision supersedes and replaces provision 6 entitled, "Income Restrictions" appearing in Special Terms and Conditions Exhibit D(F).~~
- ~~B. If the Contractor realizes a profit from the sale of nutrition education materials (videos, literature, etc. paid with agreement dollars), it must report the amount to the State as Contractor income on the SF-269 form. The Contractor shall make the SF-269 form available to the State on request. The Contractor shall place any income, fees, or reimbursements accruing to or received by the Contractor for services rendered under this agreement into a separate identifiable account. Revenues generated by the Contractor as a result of this State agreement must be utilized to meet identified, agreed-upon, program-related needs of the Contractor, or must be returned to the State. Any revenues accruing to the Contractor, based on services supported in whole or in part by the State pursuant to this agreement, shall be used to defray costs incurred by this project to measurably expand the program or improve the quality of services detailed in this agreement, and must be approved in writing by the State. Adequate documentation of the use of these funds shall be maintained.~~

7 8. Restriction of Funds

The Contractor shall use funds pursuant to the Agreement only and shall not, in whole or in part, freeze, restrict, or prevent the use of funds for the use pursuant to this Agreement; Contractor shall not divert or use funds for other purposes.

8 9. Advance Payment

No advance payment is allowed under this agreement.

IX. Exhibit E, Additional Provisions, item 1, shall be amended to add number 4, as shown below.

4. United States Department of Agriculture, Supplemental Nutrition Assistance Program Education (SNAP-Ed) Plan Guidance (Revision Date FFY 2013)
<http://www.nal.usda.gov/fsn/Guidance/FY2013SNAP-EdPlanGuidance.pdf>

Exhibit A Scope of Work

1. Service Overview

Contractor agrees to provide to the California Department of Public Health (CDPH) the services described herein:

- A. The mission of the *Network for a Healthy California (Network)* is to create innovative partnerships that work with low-income Californians to increase fruit and vegetable consumption, physical activity and food security with the goal of preventing obesity and other diet-related chronic diseases per Health and Safety code 104650-104655. To support this goal, this contract will implement a coordinated regional program that provides integrated nutrition education interventions and physical activity promotion activities to the targeted population as described in Exhibit A, Scope of Work (SOW).
- B. The Contractor shall provide the specific services, deliverables, and objectives specified in the approved SOW and any subsequent formal amendments approved in writing as required pursuant to this agreement.
- C. The Contractor shall cooperate with CDPH or its designee by participating in meetings and/or site visits as CDPH may deem necessary to monitor Contractor compliance with the agreement.

2. Project Representative

- A. The project representatives during the term of this agreement will be:

California Department of Public Health CDPH Contract Manager: Shelly Martin <u>John Pacheco</u> Telephone: 916-449-5394 Fax: (916) 449-5414 E-mail: shelly.martin@cdph.ca.gov <u>john.pacheco@cdph.ca.gov</u>	Name of Contracting Organization Project Director: Steve Baldwin, MS, RD <u>Dipa Shah-Patel MPH, RD</u> Telephone: 213-351- 7875 <u>7864</u> Fax: 213-351-2793 E-mail: stbaldwin@ph.lacounty.gov <u>dshah@ph.lacounty.gov</u>
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- B. Direct all inquiries to:

California Department of Public Health <i>Network for a Healthy California</i> Attention: Shardeol Doongursee <u>Melissa Meade</u> 1616 Capitol Avenue, Suite 74.516, MS 7204 P.O. Box 997377, MS 7204 Sacramento, CA 95899-7377 Telephone: 916-449-5433 <u>5409</u> Fax: (916) 449-5414 E-mail: shardeol.doongursee@cdph.ca.gov <u>melissa.meade@cdph.ca.gov</u>	Name of Contracting Organization County of Los Angeles, Department of Public Health (Regional Network) Steve Baldwin, MS, RD <u>Dipa Shah-Patel MPH, RD</u> 3530 Wilshire Blvd., Suite 800 Los Angeles, CA 90010 Telephone: 213-351- 7875 <u>7864</u> Fax: 213-351-2793 E-mail: stbaldwin@ph.lacounty.gov <u>dshah@ph.lacounty.gov</u>
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Exhibit A
Scope of Work

- C. Either party may make changes to the information above by giving written notice to the other party. Said changes shall not require an amendment to this agreement.

3. Contractor Requirements

The Contractor shall comply with the guidelines for the development of all education materials as outlined in the Network Local Projects Program Guidelines Manual. These Guidelines have been incorporated into this agreement and made a part hereof by reference in Exhibit E, Additional Provisions, paragraph 1. Without limitation, the Contractor shall comply with the following requirements:

- A. Submit any news release related to this agreement to the State for review prior to its release.
- B. The Contractor agrees to cooperate with the State in data collection related to evaluation of program effectiveness as requested in the manner, format, and timeline prescribed by the State. Data shall include, at a minimum, demographic descriptions of the population served, audience reach, and items to measure program effectiveness. The data shall be submitted in the required form prescribed by the State.
- C. The Contractor agrees to cooperate with the State in the review and, when appropriate, the field testing of statewide evaluation instruments and newly developed educational materials.
- D. The Contractor shall ensure that the United State Department of Agriculture Supplemental Nutrition Assistance Program – Education (USDA SNAP-Ed) is clearly identified as a sponsor or support organization on all materials and products funded by the agreement (electronic, print, audiovisual, media, etc.). The Contractor agrees to abide by the guidelines set for usage of the *Network* logos on any products generated by the Contractor.
- E. The Contractor agrees to cooperate with the State by participating in statewide meetings and site visits, as deemed necessary by the State.

4. See the following pages for a detailed description of the services to be performed.

GOAL 1: Implement a comprehensive public health nutrition approach to promote the <i>2010 Dietary Guidelines for Americans</i> , increasing consumption and opportunities for consumption of fruits, and vegetables, and healthy beverages, consumption and physical activity among the SNAP-Ed eligible population.			
Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
Objective 1 Planning & Evaluation - Strategic Plan: By November 15, 2011 and November 15, 2012 the <i>Regional Network</i> will update its strategic plan, media/public relations, and campaign/program operating plans to support <i>Regional Network</i> campaign and program activities including <i>Rethink Your Drink</i> , communications, media outreach, training, program operations, and evaluation efforts; and to engage <i>Network</i> -funded projects, including local health departments (LHD), and other partners in collaboration and coordination, as appropriate, to advance the <i>Network's Champions for Change</i> brand and the <i>Nutrition Education and Obesity Prevention Program (NEOP) 3 year implementation plan</i> ; and to meet Scope of Work (SOW) benchmarks and to achieve Key Deliverables.			
1) Update the following documents:	By November 15, 2011 and November 15, 2012	Subcontractor	Submit: Updated Strategic Plan; Internal Communications Plan; Media/PR plan; and campaign and program, and physical activity integration operating plans (one each per awarded)
a) Strategic and Internal Communications Plans for program coordination/delivery, staff communications, and coordination with local health departments and other <i>Network</i> -funded contractors in the region.	By November 15, 2011 and November 15, 2012	CEO, RS, AA, Subcontractor	Submit: Updated Strategic Plan; Internal Communications Plan
b) Media and PR plan and campaign and program operating plans.	By November 15, 2011 and November 15, 2012	CEO, RS, AA, Subcontractor	Submit: Media/PR plan and campaign and program and physical activity integration operating plans (one each per campaign and program awarded)
Objective 2 Planning & Evaluation - Evaluation: By September 30, 2012 3, the <i>Regional Network</i> will support up to two large-scale evaluation efforts and conduct regional evaluation activities, including one to four surveys, one two case studies, and three to six success stories, each contract year.			
1) Annually complete up to two formative research or evaluation projects for select campaigns and programs. Activities might include: participating in workgroups, and assessing the effectiveness of new materials and/or approaches via the <i>Regional Network's</i> connections with community partners and eligible low-income adults and children. Evaluation design and protocols will be provided. Activities might be implemented by: obtaining input from intermediaries via electronic or printed surveys, conducting informal consumer testing of new materials, or implementing brief consumer surveys.	October 1, 2011 - September 30, 2012 3	CEO, RS, FA, AA, Subcontractor	Submit: Completed evaluation instruments, summary of participation (SOW Report Form)
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student, Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>2) Implement U.S. Department of Agriculture's (USDA) Education and Reporting System (EARS) and other reporting requirements, as required. Activities may include, but are not limited to: review and/or pilot testing of new data collection systems, participation in teleconferences, and provision of feedback on the reporting process.</p> <p>3) Implement a semi-annual training needs assessment survey. Activities may include participation in the survey design, dissemination, or statewide efforts to secure participation (e.g., engaging local health departments and other <i>Network</i>-funded projects and partners) as appropriate. Survey and assessment results should be used to drive the focus of future meetings, trainings, and information exchanges.</p> <p>4) Design and implement evaluation activities to assess the impact of regional activities (including training and technical assistance) for intermediaries serving the eligible low-income audience. Should address at minimum:</p>	<p>October 1, 2011-September 30, 2012 ³</p>	<p>RS, FA, AA, Subcontractor</p>	<p>Submit: Summary of participation (SOW Report Form)</p>
<p>3) Implement a semi-annual training needs assessment survey. Activities may include participation in the survey design, dissemination, or statewide efforts to secure participation (e.g., engaging local health departments and other <i>Network</i>-funded projects and partners) as appropriate. Survey and assessment results should be used to drive the focus of future meetings, trainings, and information exchanges.</p>	<p>October 1, 2011-September 30, 2012 ³</p>	<p>RS, FA, AA, Subcontractor</p>	<p>Submit: Summary of participation (SOW Report Form) and critical analysis of results</p>
<p>4) Design and implement evaluation activities to assess the impact of regional activities (including training and technical assistance) for intermediaries serving the eligible low-income audience. Should address at minimum:</p>	<p>October 1, 2011-September 30, 2012 ³</p>	<p>RS, Subcontractor</p>	<p>Submit: Training Evaluation Plan; summary of evaluation results and critical analysis of evaluation results; standardized Post Evaluation; summary of evaluation results and critical analysis of evaluation results</p>
<p>a) Skills-based trainings.</p>	<p>October 1, 2011-September 30, 2012 ³</p>	<p>RS, FA, AA, Subcontractor</p>	<p>Submit: Training Evaluation Plan; summary of evaluation results and critical analysis of evaluation results</p>
<p>b) Promising Practices Exchange, Physical Activity Integration Resource Showcase, and collaborative meetings.</p>	<p>October 1, 2011-September 30, 2012 ³</p>	<p>RS, FA, AA, Subcontractor</p>	<p>Submit : Standardized Post Evaluation; summary of evaluation results and critical analysis of evaluation results</p>
<p>5) Link with <i>Network Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention</i> (CX3) activities to increase awareness of efforts occurring in the region.</p>	<p>October 1, 2011-September 30, 2012 ³</p>	<p>RS, FA, AA, Subcontractor</p>	<p>Submit: Summary of participation and outcomes (SOW Report Form)</p>
<p>6) Conduct survey of Regional Collaborative members to inform and to direct communications and efforts.</p>	<p>October 1, 2011-September 30, 2012 ³</p>	<p>RS, FA, AA, Subcontractor</p>	<p>Submit: Summary and critical analysis of results</p>
<p>7) Using the templates provided in the <i>Regional Network Guidelines Manual</i>, complete update required campaign and program success stories and Nutrition Education Initiative case studies, including photos and case study executive summaries, as referenced below:</p>	<p>August 1, 2012 - September 30, 2012 ³</p>	<p>RS, Subcontractor</p>	<p>Submit: Completed case studies and success stories</p>

Legend:
CEO = Chief Executive Officer; **RS** = Research Specialist; **FA** = Financial Analyst; **AA** = Administrative Assistant (Student Professional Worker)

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
a) Update case studies for an two existing initiatives that have been advanced and enhanced during the contract period. Develop additional case studies for any new initiatives as the opportunity arises.	By August 1, 2012- September 30, 2013	RS, FA, AA, Subcontractor	Submit: Completed case studies
b) <i>One Children's Power Play! Campaign</i> success story focused on partner- or child-led environmental change, annually .	By September 30, 2012 ³	Subcontractor	Submit: Completed case studies and success stories
c) <i>One Retail Program</i> success story focused on exceptional retailer, produce industry, or food security partnerships, annually .	By September 30, 2012 ³	Subcontractor	Submit: Completed case studies and success stories
d) <i>One Physical Activity Integration Program</i> success story focused on physical activity integration and promotion activities in the region, annually .	By September 30, 2012 ³	Subcontractor	Submit: Completed success stories
e) <i>One Latino Campaign</i> success story focused on consumer empowerment from event annually .	By September 30, 2012 ³	Subcontractor	Submit: Completed success stories
f) <i>One Worksite Program</i> success story focused on exceptional worksite partners, annually .	By September 30, 2012 ³	Subcontractor	Submit: Completed success stories
g) <i>One African American Campaign</i> success story focused on the Community Engagement Initiative, annually .	By September 30, 2012 ³	Subcontractor	Submit: Completed success stories
h) <i>One Rethink Your Drink Campaign</i> success story focused on community engagement or environmental change.	By September 30, 2013	Subcontractor	Submit: Completed success story
8) As applicable, collect evaluative information such as, but not limited to , employee absenteeism and productivity data from worksite management and completed surveys from a sample of employees at participating <i>Worksite Program</i> sites.	October 1, 2011- September 30, 2012 ³	RS, Subcontractor	Submit: data on absenteeism, productivity, and completed employee surveys
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
9) Implement planning activities and actual large-scale evaluation studies of up to three targeted campaigns and programs, which may include studies for the <i>Children's Power Play! Campaign</i> and <i>Latino Campaign</i> in FFY 2012 and planning for an <i>African American Campaign</i> study scheduled for FFY-2013. Retail interventions conducted in FFY 2012. Potential impacts on regional achievement of Scope of Work objectives will be considered during study planning and addressed as needed.	October 1, 2011-September 30, 2012 ³	Subcontractor	Submit: Summary of participation (SOW Report Form)
10) Assess the impact of changes to USDA target audience and intervention site qualification criteria, including changes to the number of qualifying census tracts using American Community Survey (ACS) data. Activities may include, but are not limited to: Quantify the number of previously qualifying census tracts that became ineligible in FFY 2012 as well as additional qualifying census tracts that may become eligible as new ACS data are released. Information will be considered in State analysis of mid-year and final progress reports.	October 1, 2011-September 30, 2012 ³	RS, FA, AA, Subcontractor	Deliverable Submit: Summary of analysis in progress report narrative
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
Objective 3 Regional Coordination & Training - Training: From October 1, 2011 through September 30, 2012 <u>3</u> , serve as the regional resource on nutrition and physical activity for <u>Network</u> -funded projects, <u>including local health departments</u> , and <u>other</u> partners serving the eligible low-income population. <u>Assess the learning needs of local health departments and provide training and technical assistance as needed.</u> Assist with up to three <u>Network</u> training opportunities and offer <u>two to at least three</u> region-sponsored <u>skills-based</u> trainings, and resource sharing events, <u>per year</u> .			
1) Assess regional training needs and desires <u>annually</u> . Prioritize needs of all <u>local health departments</u> <u>and other</u> <u>Network</u> -funded projects in the region and Regional Collaborative partners.	October 1, 2011-September 30, 2012 <u>3</u>	RS, Subcontractor	Submit: Summary of responses, recommendations, and related next steps
2) Promote, publicize, and provide logistics for <u>Network</u> trainings within the region. Engage <u>Network</u> -funded projects, <u>including local health departments</u> , and <u>other</u> partners serving the eligible low-income audience. <u>Regional Networks</u> can anticipate a maximum of three <u>Network</u> trainings <u>each contract year</u> . Activities include:	October 1, 2011-September 30, 2012 <u>3</u>	RS, Subcontractor	Submit: Summary of participation (SOW Report Form)
a) Planning: Determine preferred dates, secure appropriate facilities and arrangements, as needed.	October 1, 2011-September 30, 2012 <u>3</u>	RS, Subcontractor	Submit: Summary of participation (SOW Report Form)
b) Promotion: Using template flyers and alerts, notify prospective attendees including all <u>Network</u> -funded projects, Regional Collaborative partners, <u>local health departments</u> , and others serving the eligible low-income target audience. Provide personalized outreach to all <u>Network</u> -funded contractors, <u>including local health departments</u> , in the region.	October 1, 2011-September 30, 2012 <u>3</u>	RS, Subcontractor	Submit: Summary of participation (SOW Report Form)
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
	October 1, 2011- September 30, 2012 3	RS, AA, Subcontractor	Submit: Training Evaluation Plan and components, completed electronic Activity Tracking Form (ATF), agendas, materials, summary and critical analysis of evaluation results
	By September 30, 2012 3	RS, AA, Subcontractor	Submit: Agenda, sample marketing handouts, summary and critical analysis of evaluations
Objective 4 Regional Coordination & Training- Communication: From October 1, 2011 through September 30, 2012 3 , serve as the regional resource for nutrition and healthy beverage education , physical activity promotion, and food security for <i>Network</i> -funded projects, including local health departments, and other partners serving the eligible low-income population by functioning as the regional liaison, implementing and maintaining a rapid communications system, sharing promising practices, implementing up to two-four channel-specific meetings and implementing and maintaining a regional website.			
4) Annually, host one Promising Practices Exchange with <i>Network</i> -funded projects and partners (including, but not limited to, business, community leaders, and other potential partners, such as American Cancer Society, California Dietetic Association, WIC, County Offices of Education, organizations serving children through grade twelve including youth engagement projects, service organizations, CalFresh Offices, food pantries, sports teams, and others) to exchange ideas and resources for support of population-based approaches to implementing nutrition and healthy beverage education , and physical activity promotion, and to maximize interventions, reduce duplication and address key nutrition (including healthy beverages), food security and physical activity issues in the region. <i>Network</i> -funded contractors, including local health department staff should figure prominently in attendance and organization of the exchange, which is anticipated to last a minimum of three hours. May be offered in conjunction with Collaborative Meetings, but not with the Physical Activity Regional Showcase.			
1) Serve as regional communicator to help inform, engage, and update <i>Network</i> -funded projects and partners (e.g., provide expertise, technical assistance (TA) , Youth Engagement Project presentations, information on resources such as <i>Network</i> materials like Communications Resource Library materials, <i>Harvest of the Month</i> , Rethink Your Drink , and nutrition basics) regarding nutrition and healthy beverage education , physical activity promotion, environmental opportunities, and food security nutrition assistance issues that affect the eligible low-income population and the communities where they live. To support this role:			
	October 1, 2011- September 30, 2012 3	Subcontractor	Submit Critical Analysis of TA Log On File: TA log
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>a) Develop and implement a rapid communications system that will inform <i>Network</i>-funded projects, including local health departments, and other partners of critical <i>Network</i> and regional information opportunities, as well as late-breaking news. The system should include various communications methods, including: emails, electronic and web-based communications, social media, teleconferences, etc.</p>	October 1, 2011 - September 30, 2012 ³	RS, Subcontractor	<p>On File: Summary description of communications system, sample alerts, etc.</p> <p>*Put assigned Program Manager and Leads on email distribution list</p>
<p>b) Serve as regional communicator on issues as informed by monthly conference calls; provide updates on relevant issues; and use monthly conference calls as a tool to inform on relevant regional issues and emerging opportunities.</p>	October 1, 2011 - September 30, 2012 ³	RS, Subcontractor	<p>On file: Agendas</p>
<p>c) As appropriate, share and disseminate information and resources received through participation in the <i>Network</i> Statewide Collaborative, Sub-Committees/Action Teams, the <i>Network</i> Operations Subcommittee, and C&N-Act (as applicable) with local projects, partners, local health departments, and Regional Collaborative members.</p>	October 1, 2011 - September 30, 2012 ³	Subcontractor	<p>On File: Sample communications</p>
<p>d) Educate service clubs, community leaders, neighborhood associations, local health departments and decision makers on nutrition, healthy beverage, physical activity, and food security issues affecting the eligible low-income population at a minimum of three occasions per contract year.</p>	October 1, 2011 - September 30, 2012 ³	Subcontractor	<p>Submit: Summary of activities (SOW Report Form)</p>
<p>e) At least once, educate and train all local public health departments in the region on <i>Network</i> priorities, campaigns and programs (including <i>Rethink Your Drink</i>), materials, websites, data resources, and key activities, etc. Provide ongoing technical assistance and coordination opportunities to these departments throughout the term of the contract; working to maximize <i>Network</i> resources and avoid duplication of effort in any potentially overlapping scope of work areas.</p>	October 1, 2011 - September 30, 2012 ³	Subcontractor	<p>Submit: Agenda, materials, list of local health departments trained, summary and critical analysis of evaluations to include a discussion of outcomes</p> <p>On File: Technical assistance log</p>
<p>Legend: CEO = Chief Executive Officer, RS = Research Specialist, FA = Financial Analyst, AA = Administrative Assistant (Student Professional Worker)</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
(f) Include mechanisms for identification and dissemination of promising practices (electronic and web-based methods preferred).	October 1, 2011-September 30, 2012 ³	Subcontractor	Submit: Sample materials
2) Implement up to two four channel- or topic-specific discussions twice during the contract period, to bring together Network-funded projects to promote strategy discussions and programmatic brainstorming per contract year (one focused on sustainability, one focused on coordination with and among local health departments, and at minimum two Rethink Your Drink train-the-trainers).	October 1, 2011-September 30, 2012 ³	RS, Subcontractor	Submit: Meeting agenda, materials, & summary of evaluations
3) Transition, host, support, and update Regional Network website(s) developed under previous contract. Website must comply with Champions for Change branding guidelines (see Regional Network Guidelines Manual) and Regional Network Website Guidelines (see Regional Network Guidelines Manual). Content and site design subject to review and approval prior to activation. The site and material may not be copyrighted and should be designed to be transitioned following the completion of the contract. At minimum provide:	October 1, 2011-September 30, 2012 ³	RS, AA	Submit: Website URL, website usage report (e.g., hits), summary of revisions/updates (SOW Report Form)
a) Twice monthly updates including but not limited to: Collaborative and/or regional calendar of events, highlights of regional and Collaborative activities, and recent relevant media and policy developments relating to nutrition and physical activity concerns of the eligible low-income population.	October 1, 2011-September 30, 2012 ³	RS, Subcontractor	Submit: Summary of revisions/updates (SOW Report Form)
b) Links to State Network campaigns and programs, Network Statewide Collaborative and Subcommittee, Network Project Directory, Harvest of the Month, Champions for Change consumer website, Rethink Your Drink website, Produce for Better Health, and USDA SNAP-Ed Connection, USDA Team Nutrition, Centers for Disease Control and Prevention, and other federal nutrition education resources.	October 1, 2011-September 30, 2012 ³	RS, Subcontractor	Submit: Website URL (SOW Report Form)
c) Web-based regional calendar of events, which includes State Network meetings and trainings, Regional Network trainings and activities, and other trainings and activities as relevant to nutrition and healthy beverage education and physical activity promotion among eligible low-income audiences. Include link to Network Calendar and ensure that all regional trainings are submitted for inclusion on the statewide Network Calendar.	October 1, 2011-September 30, 2012 ³	RS, Subcontractor	Submit: Website URL (SOW Report Form)

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Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
d) Collaborative website or pages, as described in the <i>Regional Network Guidelines Manual</i> .	October 1, 2011- September 30, 2012 ³	RS, Subcontractor	Submit: Website URL, website usage report (e.g., hits), summary of revisions/updates (SOW Report Form)
e) Listings and links for partner agencies, and organizations, and local health departments; including WIC agencies, CalFresh offices, and emergency food distribution sites within the region.	October 1, 2011- September 30, 2013	RS, Subcontractor	Submit: Website URL (SOW Report Form)
e) Optional features include:	October 1, 2011- September 30, 2012 ³	RS	Submit: Website URL, website usage report (e.g., hits), summary of revisions/updates (SOW Report Form)
f) Listings and links for partner agencies, and organizations, and local health departments; including WIC agencies, CalFresh offices, and emergency food distribution sites within the region.	October 1, 2011- September 30, 2013	RS, Subcontractor	Submit: Website URL (SOW Report Form)
g) Web-based communications, resources, and tips.	October 1, 2011- September 30, 2012 ³	RS, AA, Subcontractor	Submit: Website URL (SOW Report Form)
h) Downloadable and/or web-based forms relating to support and execution of targeted campaigns and programs, for completion by intermediaries and partners, e.g., Teacher Participation Report, Toolkit Usage Form.	October 1, 2011- September 30, 2012 ³	RS, AA, Subcontractor	Submit: Website URL, website usage report (e.g., hits)
i) Present and/or exhibit campaigns and programs materials and/or activities one to two times per year at statewide/state-level professional, trade, and other association conferences and meetings as appropriate. This may include: California Foundation for Agriculture in the Classroom conference or California School-Age Care conference (<i>Children's Power Play! Campaign</i>), National Association of Latino Elected and Appointed Officials conference or Latino Coalition for a Healthy California conference (<i>Latino Campaign</i>), the California Black Health Network or Black Chamber of Commerce Leadership conference (<i>African American Campaign</i>), Produce Marketing Association or Fresh Produce and Floral Council (<i>Retail Program</i>), the California Active Communities' Physical Activity Conference (Physical Activity Integration), School Nutrition Association(s), California Conference of Local Health Department Nutritionists, California Conference of Local Health Officers, and others as appropriate.	October 1, 2011- September 30, 2012 ³	Subcontractor	Submit: Summary of participation, number of people reached (SOW Report Form); presentation outline, handouts, materials On file: Complete presentation

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Activity/Methods		Timeframe	Responsible Staff	Key Deliverables
Objective 5 Regional Coordination & Training -Food Security/Nutrition Education Partnership Development: By September 30, 2012 3 , and as appropriate across county lines, facilitate establish and strengthen working relationships among USDA-funded programs and regional partners to maximize efforts to provide nutrition education, healthy beverage education, and physical activity promotion to eligible low-income consumers, including updating and implementing the existing plan to provide nutrition education in CalFresh offices and other emergency food outlets at least six times per year.				
1) Establish and increase Facilitate working relationships among local USDA-funded programs across county lines (CalFresh, WIC, National School Breakfast, Lunch, Snack, Summer Programs, UC-FSNRP, Child and Adult Care Food Program Sponsors, Farm to School , etc.) and link with local health departments and other regional partners to maximize efforts to provide nutrition education, healthy beverage education , and physical activity promotion to the eligible low-income audience. Participate in County Nutrition Action Plan (CNAP) processes, as appropriate.		October 1, 2011-September 30, 2012 3	RS, Subcontractor	Submit: Summary of partnership activities and tangible outcomes (SOW Report Form)
2) Working with Network-funded projects, including local health departments, CalFresh outreach partners, anti-hunger, healthy beverage, and food security advocates, local CalFresh offices, food pantries and closets, and others serving the eligible low-income population; update the existing Nutrition Education Plan annually to offer or strengthen the quality of nutrition education at CalFresh offices and emergency food distribution sites. The plan should include measurable short-term and long-term goals addressing the type of education offered (self-guided, individual, class-based, etc.) and the number of education events for each location, a minimum of six times per year. The plan should also reflect engagement in County Nutrition Action Plan (CNAP) processes as appropriate.		November 15, 2011 - September 30, 2012 3	RS, Subcontractor	Submit: Nutrition Education Plan, progress updates, and a summary of CNAP linkages.
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Objective 6 Regional Coordination & Training - Physical Activity Training and Technical Assistance for Network Partners: <u>Annually</u> , from October 1, 2011 through September 30, 2012 <u>3</u> . Improve the quality and quantity of physical activity integrated with nutrition <u>and healthy beverage education</u> by planning, promoting, conducting, and evaluating <u>3</u> skill-based trainings; conducting <u>15</u> regional support mini trainings and presentations; conducting one Physical Activity Integration Resource Showcase; and providing technical assistance to <u>50</u> percent of the <i>Network</i> -funded projects, <u>including local health departments</u> , in the region.			
Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>1) Annually plan, promote, conduct, and evaluate interactive skill-based trainings for <i>Network</i>-funded projects and/or partners serving the eligible low-income target audience on existing physical activity resources, events, activities, and proven public health approaches to enhance their abilities to integrate high-quality physical activity into existing nutrition <u>and healthy beverage</u> education programs. These skill-based trainings are anticipated to last two hours, to a minimum of 15 participants. Training content should focus on <i>Network</i> resources such as <u>the current Regional Nutrition and Physical Activity Resource Directory</u>, <u>Shape of Yoga or Power Up in 10</u>, as well as highlighting the <i>Fruit, Vegetable, and Physical Activity Toolbox for Community Educators, Power Up for Learning, Rethink Your Drink materials</i>, and other resources as they become available. Trainings may also address other effective, approved non-<i>Network</i> physical activity resources based on results of the Needs Assessment.</p>	October 1, 2011-September 30, 2012 <u>3</u>	RS, AA, Subcontractor	Submit: Agenda, materials, <u>link to current Resource Directory</u> , Training summary and critical analysis of evaluations ; completed electronic ATF (# of trainings, # of attendees, evaluation results, etc.)
<p>2) Conduct mini trainings and presentations annually, providing physical activity technical assistance to <i>Network</i>-funded programs, <u>including local health departments</u>, and/or <u>other</u> partners that serve the eligible low-income target audience. <u>The mini-trainings are anticipated to last less than 2 hours and must include a minimum of 5 participants</u>. Training topics should be based on the identified needs from meetings with <i>Network</i>-funded projects, <u>including local health departments</u>, as well as <u>other</u> partners; approaches <u>and interventions</u>.</p>	October 1, 2011-September 30, 2012 <u>3</u>	Subcontractor	Submit: Completed electronic ATF (# and type of trainings, # of attendees, etc.) with detailed notes sections

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Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>3) <u>Annually</u>, plan, promote, conduct, and evaluate one interactive Physical Activity Integration Resource Showcase featuring public health approaches to facilitate the integration of physical activity into existing nutrition <u>and healthy beverage</u> education programs and events targeting the eligible low-income population. The Showcase's topics and presentations should address identified training and informational needs. <u>Network</u>-funded projects, <u>including local health departments</u>, and <u>other</u> regional partners should figure prominently in attendance. The event is anticipated to last a minimum of three hours and may not be offered in conjunction with the required Promising Practices Exchange, but may be part of a partners' community nutrition meeting/conference. <u>As appropriate, invite stakeholders funded through the Community Transformation Grant (CTG) and other relevant entities.</u></p>	October 1, 2011 - September 30, 2012 <u>3</u>	Subcontractor	Submit: Action steps as part of annual operating plan, agendas, sample marketing and promotional materials, sample handouts, summary and critical analysis of evaluations
<p>4) Meet with <u>Network</u>-funded projects, <u>including local health departments</u>, within the region to offer counsel on the integration of physical activity into existing nutrition <u>and healthy beverage</u> education efforts, provide updates on the latest physical activity research and guidance, offer resource recommendations to enhance use of reviewed physical activity resources and <u>Network</u> materials, and determine training needs that could be met by the Physical Activity Specialist. For school-based Network-funded projects, plan the meeting in partnership with the Regional Nutrition Education Consultant to develop specific steps for providing assistance. Provide written assessment of current activities and recommendations to enhance services.</p>	October 1, 2011 - September 30, 2012 <u>3</u>	Subcontractor	Submit: Completed electronic ATF (specific technical assistance given); summary of meetings and follow up
Objective 7 Regional Coordination & Training - Physical Activity Trainings and Support for Regional Staff: From October 1, 2011 through September 30, 2012 <u>3</u> , provide physical activity expertise, training, and support to <u>Regional Network and local health department</u> staff.			
<p>1) Provide training to <u>Regional Network and local health department</u> staff to ensure their familiarity with <u>Network</u> and non-<u>Network</u> physical activity resources, a basic foundation in proper form and methods for leading physical activity demonstrations, and the responsibilities of the region's Physical Activity Specialist so that they can make appropriate referrals to partners.</p>	October 1, 2011 - September 30, 2012 <u>3</u>	Subcontractor	Submit: Summary of training (SOW Report Form)
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
2) Work with campaign and program managers to help recruit advisory committee representatives focused on physical activity public health approaches and to develop and support the physical activity-related objectives for the Advisory Committee as well as seek guidance on how to better integrate physical activity into the individual campaigns and programs <u>and increase opportunities for physical activity in the region.</u>	October 1, 2011 - September 30, 2012 ³	Subcontractor	Submit: Summary of counsel and assistance (SOW Report Form)
3) Meet with each campaign and program manager individually to determine specific technical assistance needs and to support effective integration of physical activity into the campaign/program interventions, trainings, and any regionally-developed materials. May include assisting with the development of physical activity portions of intermediary trainings for teachers, youth leaders, health educators, <u>local health departments</u> , and others trained by the campaign/programs; as well as designing appropriate physical activity demonstrations and educational activities for consumers at festivals, farmers'/flea markets, churches, workspaces, and retail locations, as applicable to the region. Ensure that campaign and program managers are properly trained to implement the trainings, demonstrations, and activities. The Physical Activity Specialist will not be responsible for ongoing, repeated trainings/demonstrations but will provide follow-up support as needed.	October 1, 2011 - September 30, 2012 ³	Subcontractor	Submit: Summary of assistance (SOW Report Form), completed electronic ATF with detailed notes section
4) Provide physical activity training to the region's Community Health Leaders <u>and local health departments</u> to ensure safe, high-quality, and appropriate physical activity integration into festival, farmers'/flea market, and retail food demonstration interventions, as applicable to the region. Training should include appropriate activities for each venue, proper form and safety tips, physical activity recommendations and messages, and other topics determined through collaboration with campaign/program managers. <u>As appropriate, write and complement work of stakeholders funded through Community Transformation Grant (CTG) and other relevant entities.</u>	October 1, 2011 - September 30, 2012 ³	Subcontractor	Submit: Summary of training (SOW Report Form), completed electronic ATF with detailed notes section
5) Ensure physical activity expertise and support for public relations activities, with an emphasis on those incorporating strong physical activity messages, such as the <i>Children's Power Play! Campaign's Power Up Your Summer</i> promotion.	October 1, 2011 - September 30, 2012 ³	Subcontractor	Submit: Summary of support (SOW Report Form), completed electronic ATF with detailed notes section
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Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
Objective 8 Community Collaboration & Engagement -Regional Collaborative: From October 1, 2011 through September 30, 2012, maintain and facilitate a proactive Regional Collaborative to promote resource sharing among nutrition, food security, and physical activity professionals serving the eligible low-income population, enhance efficiencies and coordination of services, <u>pursue efforts that increase opportunities for healthy eating and active living,</u> and identify and address regional nutrition and physical activity issues affecting the eligible low-income population.			
1) Maintain and update collaborative operating principles (By-Laws).	By November 15, 2011	Subcontractor	On file: Operating principles
2) Determine Chair(s) and Leadership Council of the Regional Collaborative through an open election process.	By November 15, 2011 and November 15, 2012	Subcontractor	Submit: Leadership Council Roster, Chairs and term
3) Actively recruit and orient new members, and implement strategies to retain and recognize seasoned members. <u>All Network-funded projects, others funded through SNAP-ED, all and partners, local health departments, and others working through Community Transformation Grants (CTG) and other relevant entities, as appropriate,</u> serving the eligible low-income population should figure prominently in membership.	October 1, 2011-September 30, 2012-3	RS, AA, Subcontractor	Submit: Member services strategies and samples of collaborative orientation materials
4) Provide support and coordination for logistics and promotion of at least three Collaborative meetings <u>per year</u> and routine subcommittee meetings and/or teleconferences as determined by Collaborative leadership. <i>Regional Network</i> campaign, program, and physical activity integration staff should participate and offer leadership where pertinent to Collaborative objectives. Collaborative meetings should include, among other topics:	October 1, 2011-September 30, 2012-3	AA, Subcontractor	Submit: Agenda, meeting materials, analysis of evaluations
a) Guided discussions focused on the sustainability of member programs and Regional Collaborative activities to help preserve nutrition <u>and healthy beverage</u> education, physical activity promotion, and CalFresh promotion services targeting eligible low-income audiences at least once a year. Regional foundation, business, non-profit, and other public sector funding opportunities, as well as other entities offering similar resources, should be highlighted.	October 1, 2011-September 30, 2012-3	RS, Subcontractor	Submit: Agendas and recommended action steps
b) Showcase of all <i>Network</i> -funded contractors in the region at least once, promoting partnership opportunities, key activities, and sharing of best practices.	October 1, 2011-September 30, 2012	Subcontractor	Submit: Agendas, summary of outcomes (SOW Report Form)
c) Showcase of mini-grantees in the region at least once, promoting partnership opportunities, key activities, and sharing of best practices.	October 1, 2011-September 30, 2012	Subcontractor	Submit: Agendas, summary of outcomes (SOW Report Form)
5) Develop Collaborative subgroups which may include: mini-grant subcommittee <u>(in FFY 2012 only).</u> initiative steering committee(s), and targeted campaign/program advisory committees. <i>Network</i> -funded projects, <u>local health departments,</u> and partners are strongly encouraged to participate in these committees as they are able.	October 1, 2011-September 30, 2012-3	RS, AA, Subcontractor	Submit: Collaborative structure/chart
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Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>(6) Conduct a needs assessment and satisfaction survey of Regional Collaborative members <u>annually</u>.</p>	October 1, 2011 - September 30, 2012- <u>3</u>	RS, Subcontractor	Submit: Summary and critical analysis of evaluations
<p>(7) Using the <i>Network</i> template, maintain an updated roster of Regional Collaborative participants.</p>	October 1, 2011 - September 30, 2012- <u>3</u>	Subcontractor	Submit: Electronic roster
<p>(8) Develop, maintain, and evaluate a Collaborative communications system that notifies members of the following: upcoming events, training opportunities, general and committee meeting dates, promising practices, funding opportunities, and current media coverage relevant to the state of nutrition, <u>healthy beverage</u>, and physical activity services to the eligible low-income target audience.</p>	October 1, 2011 - September 30, 2012- <u>3</u>	RS, Subcontractor	On File: Summary and critical analysis of evaluation
<p>(9) Promote the Regional Collaborative as a leading force for healthy change and reducing disparities in the community. Efforts could include the development of fact sheets, educational briefs, trainings, spokesperson opportunities, and newsletters.</p>	October 1, 2011 - September 30, 2012- <u>3</u>	RS, AA, Subcontractor	Submit: Sample of produced and/or revised materials, summary of activities (Narrative)
<p>(10) Fund Regional Collaborative partner representation (at minimum, one member) at up to one <i>Network</i> Statewide Collaborative meeting (lead agency attendance, by the Project Director or other lead staff, is also expected).</p>	October 1, 2011 - September 30, 2012	Subcontractor	Submit: Summary of participation (SOW Report Form) On file: Agendas
<p>Objective 9 Community Collaboration & Engagement - Campaign/Program Advisory Committees: From October 1, 2011 through September 30, 2012-<u>3</u>, maintain and support Advisory Committees for each targeted campaign and program (with the exception of the <i>Retail Program</i> and Physical Activity Integration Program) to provide guidance and direction in achieving each campaign's/program's objectives, <u>including the integration of Champions for Change and Rethink Your Drink messaging consistently</u>.</p>			
<p>(1) Maintain an Advisory Committee for each campaign/program (except the <i>Retail Program</i> and Physical Activity Integration Program) to provide guidance and direction to the campaign/program; enhance Nutrition Education Initiatives & assist with recruitment of organizations to participate in the campaign or program, <u>including Rethink Your Drink</u> (e.g., Chambers of Commerce, CalFresh outreach partners, and advocacy groups); participate in the development of community engagement objectives and strategies and assist with implementing these activities; expand local efforts to address the multiple levels of influence described by the Social Ecological Model; act as spokespersons for the campaign or program; and coordinate with the appropriate <i>Network</i> Statewide Collaborative Subcommittees. Advisory Committees may be formed as Collaborative subcommittees, if desired.</p>	October 1, 2011 - September 30, 2012- <u>3</u>	Subcontractor	Submit: List of each committee's members (as part of ATF), completed formal or informal mission and operating procedures
<p>Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
2) Conduct a minimum of three meetings annually for each Advisory Committee, maintain between-meeting communications, and evaluate each committee.	October 1, 2011 - September 30, 2012 3	RS, Subcontractor	Submit: Summary and critical analysis of membership and committee evaluation On file: meeting agendas and minutes/notes, record and copies of between-meeting communications, meeting evaluations
Objective 10 Community Collaboration & Engagement-Nutrition Education Initiatives: From October 1, 2011 through September 30, 2012 3 , through the Collaborative, the <i>Regional Network</i> will engage the eligible low-income population in promoting community and environmental improvements to support access to healthy food and beverages and active living through the execution of at least one Nutrition Education Initiative per year .			
1) Building upon the strategic planning process and existing efforts, Regional Collaborative members will, in consultation with eligible low-income representatives/consumers, implement at least one strategic Nutrition Education Initiative (NEI) per year , as defined and described in the <i>Regional Network Guidelines Manual</i> . The Initiative must be supported by a Communications Plan to assist in promoting advancement and realization. Regional Nutrition Education Initiatives may build upon and/or enhance <i>Network</i> campaign and program advisory committee activities, existing <i>Network</i> -funded projects, local health departments , and/or campaign and program activities as well as Champion Moms, Let's Move!, and End Hunger by 2015. New initiatives may be pursued as opportunities arise.	October 1, 2011 - September 30, 2012 3	RS, AA, CEO, Subcontractor	Submit: Summary of Nutrition Education Initiatives, Communications Plan
2) Coordinate all logistics involved with the NEI(s). These may include, but are not limited to: creating an Initiative Communications Plan and timeline; determining evaluation measures, collecting data, planning a community discussion, writing an issue brief, and creating media opportunities. Ensure accuracy and allowability of Case Study, evaluation plans, and all other materials that include research and statistics.	October 1, 2011 - September 30, 2012 3	RS, AA, Subcontractor	Submit: Communications Plan and Case Study
3) Each year , execute regional Nutrition Education Initiative(s) and build a report results using the <i>Network Case Study</i> template.	By August 1, 2012 - April 1, 2013	RS, Subcontractor	Submit: Completed Nutrition Education Initiative Case Study
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Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
4) Share outcomes <u>and recommendations</u> of Nutrition Education Initiative(s) with partners, local media, social media outlets, Regional Collaborative, and <i>Network</i> via information exchange activities, articles, website entries, etc.	October 1, 2011 - September 30, 2012	Subcontractor	Submit: Summary of activities (SOW Report Form) On file: media coverage clippings and web links
Objective 11 Community Collaboration & Engagement-Mini-Grants: From October 1, 2011 through September 30, 2012, the <i>Regional Network</i> will administer a mini-grants program to support opportunities for appropriate community agencies and organizations to execute activities in support of the Collaborative's Nutrition Education Initiatives and/or consumer empowerment forums.			
1) Establish, promote, and revise once during the contract period mini-grant program procedures, applications, and awards that provide less than or equal to \$5,000 for agencies and organizations responding to nutrition education and physical activity promotion needs of eligible low-income residents within the region. Mini-grants must support <i>Network</i> priorities, Regional Collaborative Nutrition Education Initiatives, and consumer empowerment forums and adhere to USDA guidelines. Submit mini-grant application for review and approval prior to release. Post mini-grant application on-line.	January 1 - April 30, 2012	Subcontractor	Submit: Mini-grant application URL
2) Establish a mini-grant review team consisting of Regional Collaborative members and campaign and program staff. Ensure absence of conflict of interest (i.e., members of agencies applying for funds may not participate in the review committee).	January 1 - April 30, 2012	AA, Subcontractor	On File: Review team roster and signed certifications ensuring no conflict of interest
3) Provide a mini-grant summary and budget funding matrix using the <i>Network</i> template and provide to the <i>Network</i> Program Manager to ensure allowability prior to finalizing mini-grant awards.	May 2012	Subcontractor	Submit: Mini-grant summaries; funding matrix
4) It is recommended that the <i>Regional Network</i> request representation from mini-grant awardees at Regional Collaborative meetings and continue to engage them after completion of their projects.	October 1, 2011 - September 30, 2012	Subcontractor	Submit: Agendas
5) Document and report mini-grantee produced impressions and other applicable data using <i>Network</i> developed tools and processes.	October 1, 2011 - September 30, 2012	Subcontractor	Submit: Completed electronic ATF (# of people reached, # of contacts, etc.)
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Objective 12 Community Collaboration & Engagement-Business Connections: From October 1, 2011 through September 30, 2012 enhance connections between schools and community youth organizations participating in the <i>Children's Power Play! Campaign</i> and the community by recruiting a minimum of 20 partners from the business community to provide in-kind support to participating schools and community youth organizations.			
Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>1) Facilitate connections between participating schools, community youth organizations, and area businesses (excluding grocery stores and produce industry businesses such as growers, shippers, and packers--work with the <i>Retail Program Manager</i> for produce donations). Secure agreements from businesses to provide donations (goods and/or services), conduct tours, offer guest speakers, adopt a school, etc. Inform school and community youth organizations staff of the opportunities secured and facilitate connections to ensure follow through. Priority should be given to connecting official Power Partner schools and Power Partner community youth organizations with local businesses and, secondarily, to recruiting businesses in communities with a large number of participating schools and/or youth organizations. Collaborate with other <i>Regional Network</i> staff, as possible. Connect with businesses involved in the <i>Worksite Program</i>, if applicable. Recognize and thank business partners with thank you notes and/or appropriate acknowledgement.</p>	October 1, 2011-September 30, 2012	RS, AA, Subcontractor	<p>Submit: Completed electronic ATF</p> <p>On file: Thank you note/acknowledgement email(s)</p>
<p>Objective 13 Community Collaboration & Engagement-Physical Activity Partnerships: Annually, from October 1, 2011 through September 30, 2012 3. develop and maintain physical activity partnerships with 6 public and private entities within the region; support <i>Network</i> partnerships to advance physical activity integration and promotion efforts region-wide; and build awareness of regional physical activity resources and opportunities for low income residents, by contributing submissions to existing physical activity resource online databases.</p>			
<p>1) Develop and maintain physical activity partnerships with public and private entities in the region (e.g., local park and recreation facilities, non-profit physical activity organizations, sports teams, health and fitness gyms, and university internship departments) to provide physical activity education, resources, and expertise to the region. in order to advance the integration of physical activity promotion into nutrition and healthy beverage education serving the eligible low-income audience.</p> <p>2) Advance <i>Network</i> physical activity partnerships (e.g., Governor's Council on Physical Fitness and Sports, Professional Athlete's Council, California Active Communities) on a regional level. Example duties may include: promoting partnership activities in region, service on advisory committees, materials review, and/or meeting and event attendance and/or coordination.</p> <p>3) Participate in two California Active Communities training teleconferences annually.</p>	<p>October 1, 2011-September 30, 2012-3</p> <p>October 1, 2011-September 30, 2012-3</p> <p>October 1, 2011-September 30, 2012-3</p>	<p>Subcontractor</p> <p>Subcontractor</p> <p>Subcontractor</p>	<p>Submit: Listing of partners and summary of partnership activities (ATF and SOW Report Form)</p> <p>Submit: Summary of activities (SOW Report Form)</p> <p>Submit: List of participating staff and dates (SOW Report Form)</p>
<p>Legend: CEO = Chief Executive Officer, RS = Research Specialist, FA = Financial Analyst, AA = Administrative Assistant (Student Professional Worker)</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>4) Collaborate with regional physical activity partners to submit physical activity-related events, play spaces, locations, etc. that are appropriate to the eligible low-income target audience to existing physical activity online databases for the eligible low-income target audience, including sites referenced on the Let's Move federal website (e.g., National Wildlife Federation, Kaboom.org), the Governor's Council on Physical Fitness and Sports; Governor's Challenge website. Promote the availability of the online databases as part of the region's consumer educational activities and intermediary trainings.</p>	<p>October 1, 2011 - September 30, 2012</p>	<p>AA, Subcontractor</p>	<p>Submit: Summary of submissions to online databases, including total number submitted and posted; summary of promotional efforts (SOW Report Form) On File: List of specific submissions</p>
<p>Objective 14 Community Collaboration & Engagement - Children's Power Play! Campaign Photovoice Project: From October 1, 2011 through September 30, 2012 3, conduct at least one Photovoice project as part of the <i>Children's Power Play! Campaign</i>, using youth engagement principles to improve eligible low-income 9- to 11-year-old children's awareness, knowledge, and attitudes about nutrition, healthy beverages, and physical activity related environmental factors and to empower children to advocate for healthy changes.</p>			
<p>1) Annually conduct one Photovoice project with a group of 9- to 11-year-old children, based on guidance from the <i>Children's Power Play! Campaign</i> and using the <i>Photovoice Project Kit</i>. Will include: identifying a group of children to participate (including photo and video components); providing training to adult leaders and local health departments for the implementation of the <i>Children's Power Play! Campaign's Photovoice Project Kit</i>; recruiting community partners to support the Photovoice project; providing training to adult leaders and local health departments; securing a prominent community location to display photos; and generating media coverage (may include social media) for the project.</p>	<p>October 1, 2011 - September 30, 2012 3</p>	<p>Subcontractor</p>	<p>Submit: Electronic copies of children's photos and corresponding narratives, short video documenting the project processes, electronic copies of resulting media coverage, and a short summary description of the project, including exhibit/gallery event.</p>
<p>2) Work with the <i>Children's Power Play! Campaign</i> Advisory Committee, Regional Collaborative, local health departments, Youth Engagement Initiative, or a special workgroup to assist <i>Photovoice</i> participants (children and adult leaders) in following through to address a minimum of one youth-identified environmental issue per year: focused around healthy food, beverages or physical activity, with using community resources to support an environmental issue. Topics could include such as access to healthy foods and beverages and physical activity, brought to light by the children through the <i>Photovoice</i> project. Inform and connect to the Regional Nutrition Education Initiatives and <i>Network-funded Youth Engagement projects and local health departments, as appropriate. Submit and present projects to at Network and non-<i>Network</i> conferences, workshops, and community forums, as appropriate.</i></p>	<p>October 1, 2011 - September 30, 2012 3</p>	<p>Subcontractor</p>	<p>Submit: Summary of results (SOW Report Form); copies of resulting media coverage</p>
<p>Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)</p>			

Activity/Methods				Responsible Staff	Key Deliverables
Objective 15 Community Collaboration & Engagement -Latino Health Awareness Month: By September 30, 2012 <u>3</u> , engage eligible low-income Latino residents, consumer groups, partners, <u>local health departments</u> , and community leaders to identify and promote solutions to increase the availability of healthy foods, <u>beverages</u> and opportunities for physical activity in eligible low-income Latino communities by conducting an <u>annual Latino Health Awareness Month</u> (LHAM) consumer empowerment forum as part of the <i>Latino Campaign</i> . LHAM is a month-long statewide effort during September that also aligns with National Hispanic Heritage Month. All <i>Network</i> -funded projects, <u>including local health departments</u> are encouraged to participate where applicable. Social marketing events and promotions will take place in low-income communities across the state featuring fun and educational activities to encourage consumers to make healthy, active living a priority. As a complement to LHAM, and where available, regions will partner with Bi-National Health Week events to reach even more eligible low-income Latinos in California.					
1) Each year , work with the <i>Latino Campaign</i> Advisory Committee and consumer groups to identify strategies and to develop a community-driven plan for creating healthier communities for eligible low-income Latino families.	October 1, 2011-September 30, 2012- <u>3</u>	Subcontractor	Submit: Summary of strategies and plan for empowering Latino families (SOW Report Form and/or Narrative)	Subcontractor	Activity Tracking Form (ATF)
2) Annually , educate community residents, <u>local health departments</u> , and leaders on the identified community issues and garner support for promoting and implementing the strategies <u>to improve the availability of and access to healthy food, beverages, and opportunities for physical activity</u> .	October 1, 2011-September 30, 2012- <u>3</u>	Subcontractor	Submit: Completed electronic Activity Tracking Form (ATF)	Subcontractor	Submit: Event photographs and summary of outcomes including a list of supporters and donors, media coverage, and next steps On file: Copies of event agenda and flyers
3) Annually , host a Latino Health Awareness Month forum focused on at least one of the issues identified by the <i>Latino Campaign</i> Advisory Committee and consumer groups. Conduct public relations activities to build awareness of the <i>Latino Campaign</i> , Latino Health Awareness Month, and the identified issues.	October 1, 2011-September 30, 2012- <u>3</u>	Subcontractor	Submit: Completed electronic Activity Tracking Form (ATF)	Subcontractor	Submit: Event photographs and summary of outcomes including a list of supporters and donors, media coverage, and next steps On file: Copies of event agenda and flyers
4) Each year , monitor the success of Latino Health Awareness Month and report outcomes through success stories, survey data, and presentations.	October 1, 2011-September 30, 2012 <u>3</u>	RS, Subcontractor	Submit: Latino Health Awareness Month success stories	Subcontractor	Submit: Completed electronic ATF and photographs
5) Infuse nutrition <u>and healthy beverage</u> education, physical activity, and CalFresh promotion into community engagement forum outcomes (e.g., farmers' markets, community gardens, produce stands, produce subscription services, etc.). <u>and Provide</u> support as appropriate and allowable to ensure sustainability of the forum outcomes and se as to promote healthy behavior change among eligible low-income Latino families.	October 1, 2011-September 30, 2012- <u>3</u>	Subcontractor	Submit: Completed electronic ATF and photographs	Subcontractor	Submit: Completed electronic ATF and photographs
Legend: CEO = Chief Executive Officer, RS = Research Specialist, FA = Financial Analyst, AA = Administrative Assistant (Student Professional Worker)					

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
Objective 16 Community Collaboration & Engagement-African American Community Engagement Initiative: By September 30, 2012 3, engage eligible low-income African American residents, consumer groups, partners, and community leaders to identify and promote solutions to increase the availability of healthy foods and beverages and opportunities for physical activity in eligible low-income African American communities by contributing to the development and culmination of a Community Engagement Initiative as part of the African American Campaign.			
1) Each Year work with the <i>African American Campaign</i> Advisory Committee and consumer groups to identify strategies and to develop a community-driven plan for creating healthier communities for eligible low-income African American families.	October 1, 2011- September 30, 2012-3	Subcontractor	Submit: Summary of strategies and plan for empowering African American families
2) Annually educate community residents and leaders on the identified community issues and garner support for implementing the strategies.	October 1, 2011- September 30, 2012-3	Subcontractor	Submit: Completed electronic ATF
3) Annually host an annual African American Community Engagement Initiative forum- Event focused on at least one of the issues identified by the <i>African American Campaign</i> Advisory Committee and consumer groups.	January 1, 2012 - July 31- September 30, 2012 3	Subcontractor	Submit: Event photographs and summary of outcomes including a list of supporters and donors, media coverage, and next steps On file: Copies of event agenda and flyers
4) Each Year monitor the success of the Community Engagement Initiative efforts and report outcomes through a success story, survey data, and presentations.	January 1, 2012- September 30, 2012-3	RS, Subcontractor	Submit: African American community engagement forum success story
5) Infuse nutrition education, healthy beverage education , and physical activity, and CalFresh promotion into Community Engagement Initiative forum outcomes (e.g., farmers' markets, community gardens, produce stands, produce subscription services, etc.), and Provide support as appropriate and allowable to ensure sustainability of the forum outcomes and to promote healthy behavior change among eligible low-income African American families.	January 1, 2012- September 30, 2012-3	Subcontractor	Submit: Completed electronic ATF and photographs
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
Objective 17 Media & Public Relations - Media/Public Relations Plan: From October 1, 2011 through September 30, 2012, the <i>Regional Network</i> will provide ongoing leadership and coordination of region-wide media activities through the creation and maintenance of a regional Media/Public Relations Plan to help maximize support and public exposure of issues affecting nutrition, healthy beverages , and physical activity promotion, and food security among eligible low-income residents.			
1) Update and implement media/public relations plan to guide regional media and public relations (PR) activities including but not limited to: support and promotion of Regional Collaborative activities and initiatives, campaign and program activities (including, but not limited to: Fruit and Veggie Fest, Black History Month/Juneenth, Latino Health Awareness Month, Power Up Your Summer!, etc.), community forums, <i>Network</i> media/PR activities, and <i>Network</i> -funded projects and activities in the region.	By November 15, 2011 and <u>November 15, 2012</u>	RS, AA, Subcontractor	Submit: Media/PR Plan
2) Foster relationships with print, TV, and radio media within the region in order to:	October 1, 2011 - September 30, 2012	Subcontractor	Submit: Completed electronic ATF On file: Media contacts list, media coverage clippings, and web links
a) Coordinate and leverage media (including social media where possible) for Regional Collaborative and targeted campaign and program events and activities to maximize local exposure, establish credibility, and build media partnerships for nutrition and healthy beverage education, physical activity promotion, food security, and chronic disease prevention efforts in the region.	October 1, 2011 - September 30, 2012	RS, AA, Subcontractor	Submit: Completed electronic ATF On file: Media contacts list, media coverage clippings, and web links
b) Leverage media for other <i>Network</i> -funded projects including Rethink Your Drink, local health department activities , and other activities in the Region.	October 1, 2011 - September 30, 2012	Subcontractor	Submit: Completed electronic ATF On file: Media contacts list, media coverage clippings, and web links
c) Establish relationships and coordinate efforts with Public Information/Communications personnel in Local Health Departments (LHDs) to advance <i>Network</i> -related efforts.	October 1, 2012 - September 30, 2013	RS, AA, Subcontractor	Submit: Listing of LHD Public Health Information/Communications contacts and summary of coordination efforts

Legend:
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Activity/Methods				Responsible Staff	Key Deliverables
Objective 18 Media & Public Relations - Liaison: From October 1, 2011 through September 30, 2012 3 , the <i>Regional Network</i> will serve as the primary liaison with the <i>Network</i> and <i>Network</i> -funded partners in the region; promoting communication and collaboration for regional media and public relations events, activities, and opportunities.					
1) Enhance media and public relations efforts by pursuing local media attention/coverage and linking <i>Network</i> activities and the Champions for Change concept to current news. Pursue opportunities to tie national or statewide news to the Regional Collaborative's activities and expertise to include linking the Collaborative's efforts and/or consumer empowerment forums to at least one story emanating from statewide or national media stories, three times per year .		October 1, 2011-September 30, 2012 3	Subcontractor	Subcontractor	Submit: Completed electronic ATF On File: M edia coverage clippings and web links
2) Create regional Champion profiles and fact sheets to support media outreach efforts:		October 1, 2011-September 30, 2012 3	Subcontractor	Subcontractor	Submit: Champion Profiles and Fact Sheets
a) Using the <i>Network</i> template(s) provided, annually complete 5 to 7 Champion profiles of individuals and/or organizations in the region that have demonstrated an exemplary commitment to improving the health landscape of their community and to promoting healthy eating, drinking , and active living among community members. Examples may include: Moms, Dads, Caregivers, Teachers, Worksites, Community Leaders, Chefs, Businesses, CalFresh participants, CalFresh offices, Youth Engagement Organizations, etc.		October 1, 2011-September 30, 2012 3	RS, AA, Subcontractor	Submit: Champion Profiles	
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)					

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
b) Maintain and foster on-going relationships with identified Champions and facilitate the participation of selected Champions at <i>Network</i> events.	October 1, 2011-September 30, 2012 ³	RS, AA, Subcontractor	Submit: Summary of Champion participation in events (SOW Report Form)
c) Develop <u>one to three</u> region-specific issue fact sheets providing background, statistics, and other pertinent information for each issue relevant to the health landscapes in the region; <u>in order</u> to help educate media and other opinion leaders in the region; <u>work with local health departments to access local data.</u>	October 1, 2011-September 30, 2012 ³	RS, AA, Subcontractor	Submit: Fact Sheets
3) Supply information about regional activities (such as newsletters, social media activities, Champions for Change website, etc.) a minimum of three times during the <u>each</u> contract year. Such information might be in the form of articles, fact sheets, responses to consumer inquiries, or other as needed.	October 1, 2011-September 30, 2012 ³	RS, AA, Subcontractor	Submit: Articles or other content submitted On File: Technical assistance log
4) Serve as liaison: activities may include coordination of regional events, spokesperson trainings, media and public relations training opportunities, and social marketing activities promoting fruit, vegetable, <u>and healthy beverage</u> consumption among the eligible low-income target audience (e.g., consumer targeted website, radio/television/print ad development, community forums).	October 1, 2011-September 30, 2012 ³	Subcontractor	Submit: Summary of support provided (SOW Report Form) On File: media coverage clippings and web links
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Objective 19 Media & Public Relations -Spokespersons Group: From October 1, 2011 through September 30, 2012 3, the Regional Network will establish and maintain an active spokespersons group.			
Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>1) Establish, train (using <i>Network</i> train-the-trainer materials), and maintain a functional spokesperson group for <i>Network</i> events (make contact and provide support/updates two to three times each contract year). Spokespeople should have a variety of expertise in content, language, and culturally-specific knowledge related to food security, nutrition, healthy beverages, and physical activity-related issues and opportunities affecting the eligible low-income population. Spokespersons should be able to address relevant general and ethnic media and be well-versed in <i>Network</i> priorities, strategies, and speaking points; provide updates to group as needed. Spokesperson groups should consist of both funded and non-<i>Network</i> funded partners, including participating Youth Engagement Project adult allies (and youth where possible), and must include two representatives for each campaign and program, including the Regional Campaign/Program Managers and Physical Activity Specialist. Ensure that spokespersons are representative of the targeted fruit and vegetable campaigns and programs, including Rethink Your Drink, and are cross-trained to increase the pool of spokespersons on a variety of <i>Network</i>-related topics.</p> <p>2) A minimum of eight to ten potential spokespersons, including the Project Director, Campaign and Program Managers, Physical Activity Specialists, Regional Champions (Moms, educators, etc.), local health departments, and partners, will participate in <i>Network</i> spokesperson training annually.</p> <p>a) Staff, Regional Champions, and funded partners who will engage in interviews (print, radio, and/or television) on behalf of the Region must attend relevant in-person trainings, as available. Each Region should plan for a minimum of two people to participate in each of the following tentatively scheduled annual trainings as relevant to the region: one basic media training session, one advanced media training session, and one in-person training each for the <i>Retail Program</i>: Fruit & Veggie Fest, Rethink Your Drink, <i>Children's Power Play! Campaign</i> Power Up Your Summer, <i>African American Campaign</i> Black History Month/June/teenth, and <i>Latino Campaign</i> Latino Health Awareness Month.</p>	<p>October 1, 2011-September 30, 2012 3</p>	Subcontractor	Submit: Spokesperson bios/profiles On File: Technical assistance log
	<p>October 1, 2011-September 30, 2012 3</p>	Subcontractor	Submit: Summary of training attendance and webinar participation (SOW Report Form)
	<p>October 1, 2011-September 30, 2012 3</p>	Subcontractor	Submit: Summary of training attendance and webinar participation (SOW Report Form)
<p>Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
b) All <i>Regional Network</i> staff spokespersons, the media coordinator, and additional staff who will work directly with the media will participate in a minimum of four media webinars, <u>as offered, per year.</u>	October 1, 2011-September 30, 2012 ³	Subcontractor	Submit: Summary of training attendance and webinar participation (SOW Report Form)
3) Train regional spokespersons. These might include: the Project Director, Campaign and Program Managers, Physical Activity Specialists, Collaborative members, Regional Champions (Moms, etc.), <u>local health department staff, school partners,</u> and/or non-funded partners.	October 1, 2011-September 30, 2012 ³	Subcontractor RS, AA,	Submit: Summary of participation (SOW Report Form) On File: <u>Media</u> coverage clippings and web links
Objective 20 Media & Public Relations - Public Relations: From October 1, 2011 through September 30, 2012 ³ , the <i>Regional Network</i> will provide ongoing leadership and coordination of region-wide public relations for events and other program-related activities to help maximize support and public exposure to issues affecting nutrition <u>and healthy beverage</u> education, physical activity promotion, and food security among eligible low-income residents, resulting in a minimum of 5,000,000 to 8,000,000 regional media impressions, <u>per year.</u>			
1) Publicize relevant regional activities, promotional events, and key messages through press releases, media advisories, pitch meetings, social media outlets, and calendar notices on a quarterly basis in support of the <i>Regional Network</i> (such as campaigns and programs, collaborative initiatives), other <i>Network</i> -funded partners in the region, and as appropriate, non-funded partners in the region. Media outreach should include general market media, ethnic media, trade press, parent-specific publications, and child-targeted media.	October 1, 2011-September 30, 2012 ³	Subcontractor	Submit: Completed electronic ATF On File: <u>Media</u> coverage clippings and web links
2) In addition to the above public relations activities, conduct enhanced activities four to six times, <u>per year.</u> This may include organizing media events, conducting a spokesperson media tour, and/or developing media partnerships. Engage other <i>Network</i> -funded projects within the region in the planning and implementation of events and activities. While there may be additional events and activities, the region must promote, at minimum:	October 1, 2011-September 30, 2012 ³	Subcontractor	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media</u> coverage clippings and web links
a) National <i>Fruits and Veggies--More Matters!</i> TM Month (September);	October 1, 2011-September 30, 2012	Subcontractor	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media</u> coverage clippings and web links
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
b) Release of significant research and evaluation data from the <i>Network</i> , USDA, or other relevant partners;	October 1, 2011-September 30, 2012	Subcontractor	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media</u> coverage clippings and web links
c) <i>Retail Program</i> Fruit and Veggie Fest (May);	May 1-31, 2012 <u>and May 1-31, 2013</u>	Subcontractor	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media</u> coverage clippings and web links
d) <i>Children's Power Play! Campaign</i> Power Up Your Summer! Challenge (June);	June 1-30, 2012 <u>and June 1-30, 2013</u>	Subcontractor	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media</u> coverage clippings and web links
e) Optional, relevant events with collaborative partners such as, but not limited to: <u>Rethink Your Drink</u> special events and activities (throughout the year); National Canned Food Month (February); National School Breakfast Week (March); National Nutrition Month (March); Public Health Week (April); National Farmers' Market Week (August); Hunger Awareness Month (September); <u>Food Day (October)</u> ; National School Lunch Week (October); Governors Council on Physical Fitness and Sports; Governor's Challenge; California Taskforce on Youth and Workplace Wellness; Fit Business Awards.	October 1, 2011-September 30, 2012	Subcontractor	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media</u> coverage clippings and web links
f) <i>Latino Campaign</i> Consumer Empowerment Forum-Event during Latino Health Awareness Month (September) or Bi-National Health Month (September and October); <u>annually</u> .	October 1, 2011-September 30, 2012	Subcontractor	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media</u> coverage clippings and web links
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>g) <i>African American Campaign</i> Community Engagement Initiative Forum Event during Black History Month (February) or Juneteenth (June). <u>To host an initiative event during other months, please submit a request in writing.</u></p>	<p>February 1-28, 2012 and June 1-30, 2012; and February 1-28, 2013 and June 1-30, 2013</p>	Subcontractor	<p>Submit: Summary of activities (Narrative), completed electronic ATF</p> <p>On File: Media coverage clippings and web links</p>
<p>3) Link regional public relations (and media buys as applicable and appropriate) to Network media buys, promoting media plans to regional partners, securing public service placements, and by promoting training opportunities to local partners.</p>	<p>October 1, 2011-September 30, 2012 3</p>	Subcontractor	<p>Submit: Progress Report Narrative, completed electronic ATF</p> <p>On File: Media coverage clippings and web links</p>
<p>4) Participate in value-added media and public relations opportunities one to two times per year. These might include live remotes or other special community events.</p>	<p>October 1, 2011-September 30, 2012 3</p>	Subcontractor	<p>Submit: Progress Report Narrative, completed electronic ATF</p> <p>On File: Media coverage clippings and web links</p>
<p>Objective 21 Media & Public Relations -Community-Based Marketing and Public Relations to Children: <u>Annually</u>, from October 1, 2011 through September 30, 2012 3, reach 89,200 of the region's eligible low-income elementary-aged children with <i>Children's Power Play! Campaign</i> messages in community settings.</p>			
<p>1) Expand awareness of the <i>Children's Power Play! Campaign</i> and its messages among eligible low-income elementary-age children, with an emphasis on 9- to 11-year-old children, by conducting a variety of community-based marketing and public relations activities. Marketing and public relations activities may include promotional contests, posting of signage in kid-friendly community venues (e.g., libraries, malls, community bulletin boards), participation in community events, and placement of messages through kid-targeted media. Coordinate marketing and public relations activities with promotions conducted in schools and community youth organizations when possible.</p>	<p>October 1, 2011-September 30, 2012 3</p>	Subcontractor	<p>Submit: Completed electronic Media and <i>Power Play!</i> ATFs</p> <p>On File: Media coverage clippings and web links</p>
<p>Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)</p>			

Objective 22 Retail - Merchandising: By September 30, 2012 3, increase fruit, vegetable, and healthy beverage-related awareness, knowledge, and demand among eligible low-income families by partnering annually with a minimum of 90 qualifying supermarkets, grocery stores, and/or independent stores to display <i>Retail Program</i> merchandising materials for a minimum of two, five-month cycles. Ensure that a minimum of 30 stores per year target a high proportion of Latino shoppers and a minimum of 30 stores per year target a high proportion of African American shoppers.			
Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
1) In accordance with the <i>Retail Program Regional Manager's Guide</i> , identify and develop a list of qualifying supermarkets, grocery stores, and/or independent/corner stores that cater to eligible low-income families; including stores that participated in the <i>Retail Program</i> in the prior fiscal year. Collaborate with other <i>Regional Network</i> staff, <i>Network</i> -funded projects, local health departments , and WIC's Local Vendor Liaison Initiative to prioritize qualifying stores to target for participation. Form an advisory group of campaign, program, Local Incentive Awardees (LIAs) , local health departments , and other <i>Network</i> -funded projects (where applicable), to identify prioritized retailers with significant reach to eligible shoppers .	By November 15, 2011 and November 15, 2012	RS, AA, Subcontractor	Submit: Prioritized list of identified prospective qualifying retail partner sites as part of <i>Retail Program</i> operating plan
2) Establish formal partnerships with the managers/owners of the selected qualifying grocery store locations. Maintain the partnerships through the remainder of the contract. Collaborate as appropriate with campaign and program staff, Local Incentive Awardees (LIAs) and other <i>Network</i> -funded projects, local health departments , and WIC Local Vendor Liaisons. Any partnerships that are ended terminated before the end of the contract should be replaced by September of the fiscal year that the partnership was terminated.	By January 31, 2012 and ongoing through September 30, 2012 3	Subcontractor	Submit: Completed electronic ATF (# of partners, locations, etc.) On file: Signed partnership agreement or partnership summary found in the <i>Retail Program Regional Manager's Guide</i>
3) Select, install, and maintain the appropriate merchandising option for the size of the retail location (according to the guidelines outlined in the <i>Retail Program Regional Manager's Guide</i>). Merchandising materials must be displayed for at least two, five-month cycles.	October 1, 2011-September 30, 2012 3	Subcontractor	Submit: Completed electronic ATF (# of stores merchandised, # of days, items displayed, etc.)
4) Visit each store once every month and make regular calls to confirm the placement and upkeep of the materials.	October 1, 2011-September 30, 2012 3	Subcontractor	Submit: Completed electronic ATF (# of visits and calls)
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods				Responsible Staff	Key Deliverables
Objective 23 Retail -Promotions: From October 1, 2011 through September 30, 2012 3, maintain store partnerships through collaborations with <i>Regional Network</i> campaigns and programs (including <i>Rethink Your Drink</i>) and other <i>Network</i> -funded project staff (where applicable) to achieve 36,540 annual direct contacts through promotional activities (e.g., food demonstrations, store tours for eligible low-income 9- to 11-year-old children, Fruit & Veggie Fest) as outlined in the <i>Retail Program Regional Manager's Guide</i> . Ensure that food and/or beverage demonstrations reach a minimum of 17,620 eligible low-income Latinos and 7,700 eligible low-income African Americans annually .					
<p>1) Identify qualifying retail locations in which to conduct food demonstrations reaching a significant number of shoppers and as outlined in the <i>Retail Program Regional Manager's Guide</i>. Ensure that each retail site that is displaying merchandising materials is offered the opportunity to host a minimum of one food or beverage demonstration per contact year. Collaborate with campaign and program staff, other <i>Network</i>-funded projects, and local health departments to select locations near their intervention sites; as appropriate. Coordinate with other <i>Network</i>-funded projects that conduct food and beverage demonstrations as part of their Scopes of Work. Coordinate efforts with those of local health departments that are conducting interventions as part of CX³ activity.</p>				Subcontractor	Submit: A plan for promotional activities to be planned, promoted, and conducted as part of <i>Retail Program annual</i> operating plan; completed electronic ATF (# and location of demonstration sites, etc.)
<p>2) Coordinate with retail sites to schedule food and beverage demonstrations and secure retailer donations of food and beverage demonstration supplies.</p>				Subcontractor	Submit: Completed electronic ATF (# of demonstration, etc.)
<p>3) Provide training to Community Health Leaders and local health department staff on the successful implementation of in-store food and beverage demonstrations using the <i>Food Demonstration Training Kit</i>. Manage Community Health Leaders to ensure appropriate staffing of each scheduled food and beverage demonstration and to monitor quality of interventions.</p>				Subcontractor	Submit: Training agenda and summary of evaluations
<p>4) Promote upcoming food and beverage demonstrations to increase participation and provide added value to participating retailers.</p>				Subcontractor	Submit: Regionally-developed promotional materials
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)					

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
5) Conduct fruit, vegetable, <u>and healthy beverage</u> food demonstrations according to direction provided in the <i>Food Demonstration Training Kit</i> .	October 1, 2011-September 30, 2012 <u>3</u>	Subcontractor	Submit: Completed electronic ATF (# of demonstration, featured recipes, # of people reached, etc.)
6) In coordination with the <i>Children's Power Play! Campaign</i> manager, plan and conduct store tours (in stores participating in the <i>Retail Program</i>) that will <u>annually</u> reach minimum of <u>150</u> eligible low-income 9- to 11-year-old children who are participating in the <i>Children's Power Play! Campaign</i> . Store tours may be conducted by either <i>Retail Program</i> or <i>Children's Power Play! Campaign</i> staff. <u>Coordinate with local health departments that are conducting Power Play!</u>	October 1, 2011-September 30, 2012 <u>3</u>	Subcontractor	Submit: Completed electronic ATF (# of tours, # of children, etc.) On file: <u>A</u> plan for promotional activities to be planned and conducted as part of <i>Retail Program</i> and <i>Children's Power Play! Campaign</i> operating plans
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>7) In May, work with <i>Regional Network</i> staff, <u>local health departments</u>, and partners (retailers, produce industry and/or food security organizations) to coordinate either a Fruit and Veggie Fest Kick-off where the Region will receive significant media coverage or a Fruit and Veggie Fest supporting event. A list of possible activities for a supporting event is found within the <i>Retail Program Regional Manager's Guide</i> (planning begins in December; while led by the <i>Retail Program</i> should include participation in the planning and implementation from the <i>Latino Campaign</i>, <i>African American Campaign</i>, <i>Faith Projects</i>, <i>Physical Activity</i> Integration Program, <i>Worksite Program</i>, <i>Children's Power Play! Campaign</i>, <u><i>Rethink Your Drink</i></u>, local CalFresh offices, other <i>Network</i>-funded projects, and/or WIC's Local Vendor Liaisons ; where appropriate).</p> <p>Fruit and Veggie Fest is a month-long series of events and promotions in low-income communities across the state featuring fun and educational activities to encourage consumers to make healthy, active living a priority.</p>	May 2012 and <u>May 2013</u>	AA, Subcontractor	Submit: <u>Annual plan</u> to include partnerships and event layout for approval
<p>a) Coordinate a kick-off event.</p> <p>Duties include but are not limited to: participating in planning teleconferences, identifying and securing location and resources for the event in your area, generating community participation, identifying and securing a media spokesperson for the event, identifying and contacting local decision makers to support the event, and obtaining fruit, and <u>healthy beverage</u>, and physical activity equipment donations to be awarded to participants during the event.</p>	May 2012 and <u>May 2013</u>	AA, Subcontractor	<p>Submit: Completed electronic ATF (# of attendees, # of news stories, etc.) and Event Summary</p> <p>On file: Event photographs, record of media contacts, number of participants, media journal, record of decision-maker involvement and outcomes, list of donors and supporters, and agenda</p>
<p>b) If the Region is not conducting a kick-off event, it must coordinate at least one Fruit and Veggie Fest-themed promotional activity/supporting event at a qualifying retail location.</p>	May 2012 and <u>May 2013</u>	Subcontractor	<p>Submit: Completed electronic ATF (# of attendees, etc.)</p> <p>On file: Event photographs, record of media contacts, number of participants, media journal, list of donors and supporters</p>
<p>Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>(8) <i>Fruits and Veggies—More Matters™</i> Month: Support <i>Fruits and Veggies—More Matters™</i> promotions conducted throughout the month of September by securing donations for events conducted by <i>Network-fund</i>ed projects.</p>	September 2012	RS, AA, Subcontractor	On file: Event photographs, record of secured retailer contributions, and event summary
<p>(9) Work with <i>Regional Network</i> staff and partners (retailers and food security organizations) to coordinate a CalFresh Eat Healthy brand recognition event where the Region will receive significant media coverage. Planning begins 6 months in advance; while led by the <i>Retail Program</i> should include participation in the planning and implementation from the <i>Latino Campaign</i>, <i>African American Campaign</i>, Faith Projects, Physical Activity Integration Program, <i>Worsite Program</i>, <i>Children's Power Play! Campaign</i>, <i>Rethink Your Drink</i>, other <i>Network-fund</i>ed projects, local CalFresh outreach offices, and/or WIC's Local Vendor Liaisons; where appropriate.</p> <p>A CalFresh Eat Healthy brand recognition event held at a qualifying retailer featuring educational ways to eat "Better Food for Better Living." The event is to show eligible and current CalFresh shoppers that healthy changes start at the home and with what is put in the grocery cart. It will feature the ability for low-income families to purchase a variety of foods with an emphasis on fruits, and vegetables, and healthy beverages.</p>	October 1, 2011-September 30, 2012	Subcontractor	<p>Submit: Plan to include partnerships and event layout for approval. Completed electronic ATF (# of attendees, # of news stories, etc.) and Event Summary</p> <p>On file: Event photographs, record of media contacts, number of participants, media journal, record of decision-maker involvement and outcomes, list of donors and supporters, and agenda</p>
<p>Objective 24 Retail -Corporate Social Responsibility Partnerships: By September 30, 2012 3, annually form agreements with at least 6 produce industry partners (growers, shippers, packers, distributors, wholesale, mobile markets, etc.) and at least 12 retail partners resulting in donations (produce, water, coupons, nutrition/physical education reinforcement items; that must meet all State and <i>Network</i> guidelines) to support <i>Network</i> partners with their interventions, including taste tests of <i>Harvest of the Month</i> produce items and food and beverage demonstrations at community-based organizations (e.g., churches, local health departments, community health clinics, schools, community youth organizations (CYOs), workites, as applicable). Each donation must reach at least 200 participants. Coordinate with local health departments that are conducting retail interventions through CX.</p>			
<p>(1) Secure agreements for donations and coordinate details of the donation type, and amount, and the process for obtaining donations.</p>	October 1, 2011-September 30, 2012 3	Subcontractor	<p>Submit: Completed electronic ATF (# of agreements, donation amounts, etc.)</p>
<p>Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
2) Coordinate with donation recipients and manage the delivery of donated materials by confirming donation amounts, scheduling delivery times and dates, and confirming donations were received.	October 1, 2011-September 30, 2012 ³	Subcontractor	Submit: Completed electronic ATF (# of donations, etc.)
Objective 25 Retail - Training & Technical Assistance to Staff & Partners: By September 30, 2012 ³ , provide training materials and technical assistance to <i>Regional Network</i> staff, local health department staff , and other <i>Network</i> -funded project staff, and retail partners to ensure consistent, high-quality, and culturally-appropriate activities; including merchandising, food and beverage demonstration, store tours, and how to solicit donations at retail locations.			
1) To ensure clear and effective programming, facilitate introductions of retail partners and Regional <i>Network</i> staff performing promotional activities. Follow up with retail partners after promotional activities to gather feedback on the success of promotional activities.	October 1, 2011-September 30, 2012 ³	Subcontractor	On file: Introduction method description and Food Demo Activity Evaluation forms found in the <i>Food Demonstration Training Kit</i>
2) Where applicable, connect representatives of qualifying retail locations with regional campaign and program Advisory Committees or the Regional Collaborative to identify projects, events, and initiatives (including Rethink Your Drink) that will create additional partnership opportunities. Provide the retail representatives with agenda items in advance of the meetings to confirm the topics are relevant to the retailer's interests. As necessary, present retail partnership successes and highlights at Regional Collaborative meetings.	October 1, 2011-September 30, 2012 ³	Subcontractor	Submit: Completed electronic ATF
3) Educate highly interested independent retailer managers/owners and those involved with <i>Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX³) independent retailer managers/owners</i> on proper fruit and vegetable storage and display protocol to help improve the quality and quantity of fruits and vegetables available to local eligible low-income residents through information found in the <i>Retailer Fruit & Vegetable Marketing Guide</i> .	October 1, 2011-September 30, 2012 ³	Subcontractor	Submit: Completed electronic ATF
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
a) As appropriate and with local social services agencies, educate retailers and local health departments on the benefits of accepting both electronic benefits transfer (EBT) and WIC coupons and connect retailers with their local CalFresh office or WIC project. <u>Provide assistance to local health departments and other partners, to post CalFresh signage at stores.</u>	October 1, 2011-September 30, 2012 <u>3</u>	Subcontractor	Submit: Completed electronic ATF
4) Partner with food security organizations such as food banks, CalFresh offices, and WIC clinics with the goal of increasing fruit, vegetable, <u>and healthy beverage</u> -related awareness, knowledge, skills, and purchasing habits among eligible low-income families.	October 1, 2011-September 30, 2012 <u>3</u>	Subcontractor	Submit: Completed electronic ATF
a) Food Banks: Per the <i>Retail Program Regional Manager's Guide</i> , provide technical assistance and materials to coordinators at 1 county food banks who will in turn provide assistance and materials to promote the consumption of fruits, vegetables, <u>and healthy beverages</u> at multiple food pantries in the Region.	By September 2012 and 2013	Subcontractor	Submit: Completed electronic ATF
b) CalFresh Offices: Per the <i>Retail Program Regional Manager's Guide</i> , collaborate with CalFresh offices and other food security organizations to provide the promotional materials for Regional Network staff to distribute while conducting food <u>and beverage</u> demonstrations, store tours, and other activities at retail locations.	October 1, 2011-September 30, 2012 <u>3</u>	Subcontractor	Submit: Completed electronic ATF
c) WIC offices: Per the <i>Retail Program Regional Manager's Guide</i> , inform WIC clinics of <i>Retail Program</i> resources.	October 1, 2011-September 30, 2012 <u>3</u>	Subcontractor	Submit: Completed electronic ATF
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Objective 26 Worksite - Recruitment and Implementation: From October 1, 2011 - September 30, 2012, increase fruit, and vegetable, and consumption, healthy beverage consumption; daily physical activity; and overall health awareness among eligible low-income working adults by assisting qualified employers to implement interventions recommended by the California Fit Business Kit. Recruit and maintain active participation in the Worksite Program in a minimum of 25 total worksites from October 1, 2011 through September 30, 2012 and a minimum of 30 total worksites from October 1, 2012 through September 30, 2013.			
Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
1) Identify potentially qualifying low-wage worksites and develop a recruitment and implementation plan as part of the Worksite Program annual operating plan. Recruit and qualify worksites using USDA-approved qualification methods. Obtain signed qualification forms, as needed, and complete a partnership agreement with each worksite.	October 1, 2011 - September 30, 2012-3	Subcontractor	Submit: Copies of Worksite Qualification Form (retain originals), Completed Check for Health Survey, completed electronic ATF (# of worksites with signed agreements)
2) At recruited, qualifying sites, assist worksite staff in implementing the Check for Health Survey once per year in each worksite.	October 1, 2011 - September 30, 2012-3	Subcontractor	Submit: Completed electronic ATF (Check for Health Survey results)
3) Provide training and support to worksites in implementing the Wellness Committee tool. Attend at least one Wellness Committee meeting per worksite to support planning and implementation of health promotion activities. Provide support to assist each worksite in maintaining an active Wellness Committee.	October 1, 2011 - September 30, 2012-3	Subcontractor	Submit: Completed electronic ATF (# of meetings attended)
4) Develop and implement an annual action plan with each engaged worksite. An "engaged" worksite is defined as a worksite having completed a Check for Health Survey and that is actively implementing tools.	October 1, 2011 - September 30, 2012-3	Subcontractor	Submit: Action Plan for each worksite
5) After implementing Check for Health and Wellness Committee, assist each participating employer with their implementation of two additional California Fit Business Kit physical activity and fruit/vegetable/beverage tools (Healthy Meeting Policies, Vending Machine Food and Beverage Standards, Healthy Dining Menu Guidelines, Simple Steps to Ordering Farm Fresh Produce for the Worksite, A Guide to Establishing a Worksite Farmers' Market, Healthy Stairwells Tool, Physical Activity Club/Walking Club, Take Action!) or any other new/updated California Fit Business Kit Tools by the end of the contract.	October 1, 2011 - September 30, 2012-3	Subcontractor	Submit: Completed electronic ATF (tools implemented, etc.)
6) Conduct six to eight fruit, vegetable, and healthy beverage-focused nutrition and/or physical activity employee education sessions within the region and facilitate additional employee education sessions for participating worksites by connecting worksites with community partners that can provide presenters and/or trainers.	October 1, 2011 - September 30, 2012-3	Subcontractor	Submit: Completed electronic ATF (# of sessions, # of employees reached, etc.)
7) Distribute Worksite Program posters and worksite wellness bulletin board information for display in Network worksites and assist participating worksites with developing worksite wellness content for employee newsletters.	October 1, 2011 - September 30, 2012-3	Subcontractor	Submit: Completed electronic ATF (materials displayed, # of employees reached, etc.)
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>8) As applicable, collect employee absenteeism and productivity data from worksite management and completed surveys from a sample of employees at participating <i>Worksite Program</i> sites.</p>	October 1, 2011- September 30, 2013	Subcontractor	Submit: Data on absenteeism, productivity, and completed employee surveys
	October 1, 2011- September 30, 2012	Subcontractor	Submit: Completed electronic ATF (# of workites submitting applications)
<p>9) Encourage all engaged workites to apply for <i>California Fit Business Award of the California Taskforce on Youth and Workplace Wellness</i>. Assist with publicity for any <i>Worksite Program</i> partners that receive award.</p>	October 1, 2011- September 30, 2012	Subcontractor	Submit: Regional Worksite Wellness Resource Directory
<p>9) Research, write, produce, and distribute a regional worksite wellness resource directory that highlights worksite wellness resources available locally. Collaborate with <i>Network</i> and regional partners, as well as the regional <i>Worksite Program</i> Advisory Committee. Update directory as needed.</p>	October 1, 2011- September 30, 2012	Subcontractor	Submit: Regional Worksite Wellness Resource Directory
<p>Objective 27 Worksite - Partnerships: By September 30, 2012 3, enhance connections between participating workites and the community by securing agreements from a minimum of two participating workites annually to support efforts of <i>Network</i>-funded partners and campaign and program partners (including <i>Rethink Your Drink partners</i>), connecting participating workites with a minimum of two public and private entities annually that agree to support worksite wellness activities at one or more workites, and supporting <i>Network</i> partnerships, including local health departments, as appropriate for their <i>Network Scopes of Work</i>, to advance the <i>Worksite Program</i> and support the <i>Network's</i> objectives related to fruits, vegetables, healthy beverages, physical activity, food security, and chronic disease prevention.</p>			
<p>1) Support the Regional Network's <i>Power Play! Campaign</i>, <i>Retail Program</i>, <i>African American Campaign</i>, <i>Latino Campaign</i>, and <i>Rethink Your Drink</i>, as well as other <i>Network</i>-funded projects, by helping to facilitate business connections with participating workites. Worksites may agree to provide donations, offer volunteer time, or sponsor activities that encourage fruit, vegetable, and healthy beverage consumption, physical activity, food security, and chronic disease prevention.</p>	October 1, 2011- September 30, 2012 3	RS, AA, Subcontractor	Submit: Completed electronic ATF (# of donations, # of workites connected with partners, etc.)
<p>2) Present information on the <i>Worksite Program</i> and the <i>California Fit Business Kit</i> to up to three prospective community partners in an effort to seek out partners with similar missions who may be able to collaborate or enhance and sustain current <i>Worksite Program</i> efforts. Increase dissemination and adoption of <i>California Fit Business Kit</i> information and tools.</p>	October 1, 2011- September 30, 2012 3	Subcontractor	Submit: Prospective partners list (in annual operating plan), completed electronic ATF (# and type of partnerships, etc.), presentation summary (SOW Report Form), copies of presentation files On file: Agendas, pictures
<p>3) Secure agreements from public and private entities to support the wellness efforts of participating workites. Support may include providing guest speakers and trainers for employee education sessions, offering health screenings, providing incentives for <i>Take Action!</i> participants, and helping workites to implement other <i>California Fit Business Kit</i> tools.</p>	October 1, 2011- September 30, 2012 3	Subcontractor	Submit: Completed electronic ATF (# of partners, types of support provided, etc.)
<p>Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
4) Conduct regional implementation of relevant partnership activities, such as those with the American Cancer Society, California Taskforce on Youth and Workplace Wellness and other statewide organizations.	October 1, 2011-September 30, 2012	Subcontractor	Submit: Summary of support (SOW Report Form)
5) At least once, educate and train local public health departments in the region on <i>Network Worksite Program</i> priorities, materials, websites, data resources, and key activities etc. Provide ongoing technical assistance to these departments throughout the term of the contract.	October 1, 2012 - September 30, 2013	Subcontractor	Submit: Agenda, materials, list of local health departments trained, summary and critical analysis of evaluations to include a discussion of outcomes. On File: Technical assistance log.
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods		Timeframe	Responsible Staff	Key Deliverables
Objective 28 Schools -Classroom-Based Nutrition Education Activities: From October 1, 2011 through September 30, 2012, improve fruit, vegetable, healthy beverage, and physical activity-related awareness, knowledge, attitudes, skills, and behaviors among eligible low-income elementary school-aged 9- to 11-year-old children through nutrition, healthy beverage, and physical activity lessons and other direct interventions as part of the <i>Children's Power Play! Campaign</i> ; annually reaching 17,800 of the region's eligible low-income elementary school-aged 9- to 11-year-old children with seven to ten classroom-based activities from the <i>School Idea & Resource Kits</i> .				
1) Based upon the <i>Children's Power Play! Campaign</i> annual operating plan; recruit, train, provide support to, and follow up with fourth- and fifth-grade teachers at eligible low-income schools (including Network-funded schools) regarding nutrition and healthy beverage education, including the implementation of the <i>School Idea & Resource Kits</i> and <i>Power Up for Learning</i> physical activity supplement. Teachers should agree to conduct all ten School Idea & Resource Kit activities during the school year-		October 1, 2011-September 30, 2012	Subcontractor	Submit: Completed electronic ATF (# of sites, # of teachers, # of activities conducted, # of students reached, etc.), minimum of 5 positive quotes from teachers and other school staff regarding their <i>Campaign</i> participation and 5 photos of the <i>Campaign</i> in action and participation reports On file: Teacher registration forms
2) Educate and provide resources to eligible low-income schools on creating a healthier school environment and school wellness policies , using the <i>Power Play! Regional Manager's Guide</i> as a guide.		October 1, 2011-September 30, 2012	Subcontractor	Submit: Description in progress report narrative
Objective 29 Schools -School-Based Promotions: From October 1, 2011 through September 30, 2012, annually reach 7,130 of the region's eligible low-income elementary school-aged 9- to 11-year-old children with three school-based nutrition and healthy beverage activities conducted in the cafeteria.				
1) Based upon the <i>Children's Power Play! Campaign</i> annual operating plan, identify schools to receive added support to conduct promotions, with priority given to official Power Partner schools. Meet with school staff to identify relevant nutrition, healthy beverage , and physical activity-related promotions (e.g., National Nutrition Month, Walk to School Month, TV Turnoff Week/Try Something New, <i>Fruits & Veggies--More Matters™</i> Month, etc.); including one promotion with activities that are conducted in the cafeteria. Support schools by providing resource materials (e.g., flyers, fact sheets, tip sheets), consulting on strategies and tactics, and connecting schools with appropriate partners.		October 1, 2011-September 30, 2012	Subcontractor	Submit: Completed electronic ATF (# of schools, # of promotions, etc.), narrative description of promotional efforts and outcomes On file: locally-developed or customized materials
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)				

Activity/Methods				Responsible Staff	Key Deliverables
Objective 30 Schools -Parent Education: From October 1, 2011 through September 30, 2012 3 , partner with eligible low-income elementary school sites participating in the <i>Children's Power Play! Campaign</i> to improve fruit, vegetable, healthy beverage, and physical activity-related awareness, knowledge, attitudes, and skills to support their children's fruit, vegetable and healthy beverage consumption and physical activity behaviors among parents of eligible low-income elementary-age children through (1) distribution of print materials to annually reach a minimum of 1,780 parents an average of six times, and (2) direct interaction with parents at school sites to reach a minimum of 450 parents annually .					
(1) Partner with schools to provide written nutrition and healthy beverage education materials to parents that support school-based promotions and <i>Network</i> messages via <i>Harvest of the Month</i> family newsletters, <i>Children's Power Play! Campaign</i> parent brochures, Rethink Your Drink materials , and other educational print pieces focused on the health benefits of fruits, vegetables, healthy beverages , and physical activity. Collaborate with other <i>Regional Network</i> staff and local health departments to include information about local resources and events, including community events at which the other <i>Regional Network</i> campaigns/programs (including Rethink Your Drink) will conduct interventions.				Subcontractor	Submit: Completed electronic ATF (# of materials distributed, # of parents reached, etc.) On file: locally-developed or customized materials
(2) Provide <i>Children's Power Play! Campaign</i> information and basic nutrition education (e.g., game wheel, food demonstrations, physical activity demonstrations) at parent-focused school events, such as back-to-school nights, open houses, parent association meetings, and other parent- and family-oriented events conducted at school sites. When possible, invite <i>Network</i> -funded CalFresh outreach projects to co-host booths to promote CalFresh participation. Collaborate with other <i>Regional Network</i> staff, where possible.				Subcontractor	Submit: Completed electronic ATF (# of events attended, # of parents reached, etc.)
Objective 31 Schools -Child Nutrition/School Foodservice: From October 1, 2011 through September 30, 2012 3 , (1) connect child nutrition/school foodservice staff from 30 eligible low-income schools annually with resources that promote implementation of environmental changes focused on fruits, vegetables, healthy beverage , and physical activity; and (2) partner with child nutrition/school foodservice staff to annually reach a minimum of 7,130 of the region's eligible low-income elementary school-aged 9- to 11-year-old children with fruit, vegetable, and healthy beverage -messages in the cafeteria for at least 60 school days. Encourage the use of salad bars and Let's Move Salad Bars to School resources.					
(1) Meet with child nutrition/school foodservice staff at qualifying elementary schools to orient them to available resources (including California Department of Education trainings) regarding positive environmental changes and school wellness policies they can make to enhance the school's nutrition and healthy beverage education and improve students' fruit, vegetable, and healthy beverage consumption.				Subcontractor	Submit: Completed electronic ATF (# of meetings conducted, etc.)
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)					

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
2) Partner with child nutrition/school foodservice staff at qualifying elementary schools to display fruit, vegetable, and healthy beverage messages in the cafeteria for at least 60 school days, such as incorporating <i>Children's Power Play! Campaign</i> , <i>Harvest of the Month</i> , and/or Rethink Your Drink graphics and messages into menus, using <i>Harvest of the Month</i> menu templates, displaying <i>Harvest of the Month, or Rethink Your Drink</i> posters/signs in the cafeteria, using static clings on sneeze guards, highlighting fruit and vegetable offerings with small signs, and creating fruit, vegetable, healthy beverage, and physical activity bulletin boards.	October 1, 2011-September 30, 2012-3	Subcontractor	Submit: Completed electronic ATF (# of sites, # of days, # of students reached, etc.)
Objective 32 Schools -School Power Partners: From October 1, 2011 through September 30, 2012 3. annually establish partnerships with a minimum of 20 qualifying elementary school sites during the contract period to gain organizational-level participation in the <i>Children's Power Play! Campaign</i> ; including participation from classroom teachers, the child nutrition/school foodservice department, and school administration.			
1) Recruit qualifying elementary school sites to be <i>Children's Power Play! Campaign</i> Power Partners and provide related support. At minimum, Power Partners should be doing <i>School Idea & Resource Kit</i> activities, school-based promotions, parent education, and displaying fruit, vegetable, and healthy beverage messages in the cafeteria. See <i>Power Play! Regional Manager's Guide</i> for Power Partner definition.	October 1, 2011-September 30, 2012-3	Subcontractor	Submit: Completed electronic ATF (# of schools, activities conducted, etc.) On File: S igned Power Partner agreement forms
2) Encourage Power Partners to make environmental and policy changes at the school by educating staff participating in healthy school environment events. Encourage schools to participate in <u>national</u> federal, state, and local initiatives such as <i>Let's Move!</i> and the <i>Healthier US School Challenge</i> .	October 1, 2011-September 30, 2012-3	Subcontractor	Submit: Description in progress report narrative
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods				Responsible Staff	Key Deliverables
Objective 33 Community Youth Organizations -CYO-Based Nutrition Education Activities: From October 1, 2011 through September 30, 2012, improve fruit, vegetable, healthy beverage, and physical activity-related awareness, opportunities, knowledge, attitudes, skills, and behaviors among eligible low-income elementary school-aged 9- to 11-year-old children in community youth organizations (CYOs) through nutrition, healthy beverage, and physical activity lessons and other direct interventions as part of the <i>Children's Power Play! Campaign</i> , annually reaching 14,300 of the region's eligible low-income 9- to 11-year-old elementary school-aged children with 14-20 nutrition and physical activity focused Community Youth Organization Idea & Resource Kit activities . CYOs may include afterschool programs, summer programs, parks & recreation programs, the Y, Boys & Girls Clubs, scouts, sports programs, faith-based youth programs, youth programs at low-income housing units, <u>summer meal sites</u> , and other organized out-of-school programs designed for children.					
<p>1) Based upon the <i>Children's Power Play! Campaign</i> annual operating plan, recruit, train, provide support to, and follow-up with community youth organization staff at eligible low-income CYOs (including <i>Network-fund</i> CYOs) regarding implementation of the <i>Community Youth Organization Idea & Resource Kit</i>. Youth leaders should agree to conduct all twenty activities:</p>				Subcontractor	Submit: Completed electronic ATF (# of sites, # of activities conducted, # of children reached, etc.), minimum of 5 positive quotes from CYO staff regarding their <i>Campaign</i> participation and 5 photos of the <i>Campaign</i> in action On file: CYO registration forms
<p>2) Educate and provide resources to eligible low-income CYOs on creating a healthier out-of-school environment, using the Center for Collaborative Solutions' Healthy Behaviors Initiative resources <u>such as <i>Changing Lives, Saving Lives</i></u>, and the <i>Power Play! Regional Manager's Guide</i> as a guides.</p>				Subcontractor	Submit: Description in progress report narrative
Objective 34 Community Youth Organizations -CYO-Based Promotions: From October 1, 2011 through September 30, 2012, annually reach 3,570 of the region's eligible low-income elementary school-aged 9- to 11-year-old children with three CYO-based nutrition and healthy beverage education and physical activity promotions, including the <i>Power Up Your Summer! Challenge</i> media promotion for summer programs.					
<p>1) Based upon the <i>Children's Power Play! Campaign</i> annual operating plan, identify CYO sites to receive added support to conduct promotions, with priority given to official Power Partner CYOs. Meet with CYO staff to identify relevant nutrition, healthy beverage, and physical activity-related promotions (e.g., Power Up Your Summer, National Nutrition Month, TV Turnoff Week/Try Something New, <i>Fruits & Veggies--More Matters™</i> Month, etc.). Support CYOs by providing resource materials (e.g., flyers, fact sheets, tip sheets), consulting on strategies and tactics, and connecting CYOs with appropriate partners <u>and local health departments. Work at minimum with one regional summer meal site.</u></p>				Subcontractor	Submit: Completed electronic ATF (# of sites, # of promotions, etc.) On file: locally-developed or customized materials
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)					

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
Objective 35 Community Youth Organizations -Parent Education: From October 1, 2011 through September 30, 2012 3. annually partner with eligible low-income CYO sites participating in the <i>Children's Power Play! Campaign</i> to improve fruit vegetable, healthy beverage, and physical activity-related awareness, knowledge, attitudes, and skills to support their children's fruit vegetable, and healthy beverage consumption and physical activity behaviors among parents of eligible low-income elementary-age children through annual (1) distribution of print materials to reach a minimum of 1,430 parents an average of six times in school-year programs (three times in summer programs), and (2) direct interaction with parents at CYO sites to reach a minimum of 360 parents.			
1) Partner with CYOs to provide written nutrition education materials to parents that support CYO-based promotions and <i>Network</i> messages via <i>Harvest of the Month</i> family newsletters and menu slicks, <i>Children's Power Play! Campaign</i> parent brochures, Rethink Your Drink, and other educational print pieces focused on the health benefits of fruits, vegetables, water, and physical activity. Collaborate with other <i>Regional Network</i> staff to include information about local resources and events, including community events at which the other <i>Regional Network</i> campaigns/programs will conduct interventions.	October 1, 2011-September 30, 2012 3	Subcontractor RS, AA,	Submit: Completed electronic ATF (# of materials distributed, # of parents reached, etc.), narrative description of promotional efforts and outcomes On file: Locally-developed or customized materials
2) Provide <i>Children's Power Play! Campaign</i> information and basic nutrition and healthy beverage education (e.g., game wheel, food demonstrations, physical activity demonstrations) at parent-focused CYO events, such as open houses and other parent- and family-oriented events conducted at CYO sites. When possible, invite <i>Network</i> -funded CalFresh outreach projects to co-host booths to promote CalFresh participation. Collaborate with other <i>Regional Network</i> staff, where possible.	October 1, 2011-September 30, 2012 3	Subcontractor	Submit: Completed electronic ATF (# of events, # of parents reached, etc.)
Objective 36 Community Youth Organizations -CYO Power Partners: From October 1, 2011 through September 30, 2012 3, establish partnerships with a minimum of 10 qualifying CYO sites, during the contract period annually, to gain organizational-level participation in the <i>Children's Power Play! Campaign</i> , including participation from youth leaders and site directors.			
1) Recruit eligible low-income CYO sites to be <i>Children's Power Play! Campaign</i> Power Partners and provide related support. At minimum, Power Partners should be doing <i>Community Youth Organization Idea & Resource Kit</i> activities, CYO-based promotions, and parent education. See <i>Power Play! Regional Manager's Guide</i> for Power Partner definition.	October 1, 2011-September 30, 2012 3	Subcontractor	Submit: Completed electronic ATF (# of sites, activities conducted, etc.) On file: Signed Power Partner agreement forms
2) Encourage Power Partners to make environmental and policy changes at the CYO by educating staff on participating in healthy CYO environment events. Encourage CYOs to participate in federal, state, and local initiatives such as Let's Move! and the Center for Collaborative Solutions' Healthy Behaviors Initiative.	October 1, 2011-September 30, 2012 3	Subcontractor RS, AA,	Submit: Description in progress report narrative
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Key Deliverables	Responsible Staff	Timeframe	Activity/Methods
Objective 37 Community Events -Community Event Participation: From October 1, 2011 through September 30, 2012 3. improve fruit, vegetable, healthy beverage , and physical activity-related knowledge, opinions, skills, and behaviors of eligible low-income adults by partnering with event organizers to conduct fruit, vegetable healthy beverage , and physical activity educational activities Region-wide , directly reaching a minimum of 93,000 eligible low-income Latino adults through the <i>Latino Campaign</i> and a minimum of 15,000 eligible low-income African American adults through the <i>African American Campaign annually</i> .			
Submit: Annual operating plans; location of sites, qualification data, etc.) Subcontractor	Subcontractor	October 1, 2011- September 30, 2012 3	<p>1) Using the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual as a guide, identify culturally-appropriate fairs, festivals, and other cultural gatherings to reach the target audience, ensuring that multiple geographic areas within the region are served. To ensure the greatest efficiency, large events that serve high numbers of the target audience should be the focus. Coordinate activities with regional partners that may include, but are not limited to, <i>Children's Power Play! Campaign</i>, <i>Rethink Your Drink Campaign</i>, <i>Worksite Program</i> (if applicable), other <i>Network</i>-funded projects, community clinics, CalFresh offices, and food banks as appropriate.</p>
Submit: Training agenda On File: Sign-in sheet Subcontractor	Subcontractor	October 1, 2011- September 30, 2012 3	<p>2) Offer semi-annual training to Community Health Leaders (CHLs) and local health department staff to conduct interventions at festivals and other events using the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual and the companion training video. Ensure that CHLs and local health departments are trained to provide basic information, tips, and referrals related to nutrition, healthy beverage, physical activity, and CalFresh.</p>
Submit: Completed electronic ATF (# of events, # of people reached, etc.), signed partnership agreements with festival organizers Subcontractor	Subcontractor	February 1, - September 30, 2012 3	<p>3) Using the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual as a guide, plan, coordinate, and conduct educational activities at fairs, festivals, and other cultural gatherings. Ensure appropriate CHL staffing, including the proper number of staff, identifying staff with appropriate cultural and language expertise for the audience to be served and, as necessary, appropriate food handling certification. Secure donated produce samples and/or coupons in coordination with the <i>RegionalRetail Program</i> as appropriate. Promote the event to the target audience in advance of participation through the media community partners, and in concert with event organizers. Conduct follow up activities as needed.</p>
Submit: Annual operating plans; completed electronic ATF (# of sites, location of sites, qualification data, etc.); documenting qualification of sites Subcontractor	Subcontractor	By-December 31, 2011- September 30, 2013	<p>4) As part of the <i>Latino Campaign</i>, identify culturally-appropriate, qualifying flea/farmers' markets at which to conduct educational activities, including food and beverage demonstrations, ensuring that multiple geographic areas within the region are served. Use the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual and the <i>Food Demonstration Training Kit</i> to guide the planning of interventions. Coordinate activities with regional partners that may include, but are not limited to, <i>Children's Power Play! Campaign</i>, <i>Worksite Program</i> (if applicable), other <i>Network</i>-funded projects, local health departments, community clinics, CalFresh offices, and food banks as appropriate.</p>
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
5) Offer semi-annual training to Community Health Leaders (CHLs) <u>and local health departments</u> to conduct Latino-targeted interventions at flea/farmers' markets using the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual and companion training video and the <i>Food Demonstration Training Kit</i> . Ensure that CHLs are trained to provide basic information, tips, and referrals related to nutrition, <u>healthy beverages</u> , physical activity training, and CalFresh; <u>and the links with education and local environments</u> .	October 1, 2011- September 30, 2012-3	Subcontractor	Submit: Training agenda On File: Sign-in sheet
6) Plan, coordinate, and conduct Latino-targeted educational activities at flea/farmers' markets. Ensure appropriate CHL staffing, including the proper number of staff, identifying staff with appropriate cultural and language expertise for the audience to be served and, as necessary, appropriate food handling certification. Secure donated food and supplies for food demonstrations. Promote the event to the target audience in advance of participation through the media, community partners, and in concert with farmers'/flea market managers. Conduct follow up activities as needed. Utilize other <i>Network</i> resources including CalFresh promotion materials, <i>Harvest of the Month</i> , Produce Quick Tips, <i>Rethink Your Drink materials</i> , and A Guide to Establishing a Worksite Farmers' Market to create additional opportunities with flea and farmers' markets. Where appropriate, facilitate co-location with CalFresh outreach activities.	February-September 2011- <u>October 1, 2012</u> <u>September 30, 2013</u>	Subcontractor	Submit: Completed electronic ATF (# of events, # of people reached, recipes demonstrated, etc.) On file: Partnership agreements
Objective 38 Community Events -Healthy Food Environment Promotion in Festivals: By September 30, 2012-3, <u>support local health departments in enhancing delivery of nutrition and healthy beverage education activities at festivals and cultural gatherings through by educating a minimum of 10 festival and cultural event organizations annually</u> regarding the importance of increasing the number of vendors that offer healthy foods, <u>beverages</u> , and physical activity demonstrations and methods for doing so. Education should include a face-to-face meeting with event organizers during which appropriate information is shared, including the importance of nutrition and physical activity for the event audience, ideas for improving the healthfulness of the event, success stories and examples of other events' improvements, and connections to other community agencies that support health.			
1) When developing partnerships with festival organizers, educate them about the importance of increased availability of fruits, vegetables, <u>and water</u> ; opportunities for physical activity; and CalFresh promotion at festivals and community cultural gatherings. Use information from the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual and success stories to support these efforts.	October 1, 2011- September 30, 2012-3	Subcontractor	Submit: Description in progress report narrative
Objective 39 Community Events -Flea and Farmers' Markets Community Connections: By September 30, 2012-3, <u>facilitate transition</u> connections among community organizations <u>assisting local health departments with or</u> by securing agreements from an <u>annual</u> minimum of four <u>large</u> flea markets and farmers' markets to provide produce donations and guest speakers for community-based organizations, direct health service providers, schools, community youth organizations, and other partners using <i>Network</i> educational materials to conduct activities with the eligible low-income population.			
1) Secure agreements from flea markets and farmers' markets, communicate opportunities to <i>Network</i> partners, facilitate connections between markets and partners, and confirm delivery of produce donations and appearances by guest speakers regarding connecting schools and community youth organizations with community partners).	October 1, 2011- September 30, 2012-3	Subcontractor	Submit: Completed electronic ATF (# of agreements, # of donations, etc.) On file: Partnership agreements
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods				Key Deliverables
<p>Objective 40 Faith - Body & Soul Program Planning and Recruitment: By September 30, 2012 3. improve fruit, vegetable, healthy beverage, and physical activity-related awareness, knowledge, attitudes, skills, and behaviors among eligible low-income African American adults by identifying, recruiting, training, and providing support to a minimum of 10 qualifying churches annually, to implement the American Cancer Society/National Cancer Institute <i>Body & Soul</i> program as part of the <i>African American Campaign, reaching 2,000 of the region's eligible low-income African-American adults. Body & Soul</i> is an evidence-based intervention that promotes healthy eating, healthy beverage consumption, and physical activity through African American churches. Coordinate with the Network on new program development in areas such as youth empowerment, community development, and identifying Champions for Change.</p>				
1) Participate in training to learn how to plan, implement, and monitor <i>Body & Soul</i> in churches.	October 1, - November 30, 2011 and October 1, - November 30, 2012	Subcontractor	On file: Certificate of completion of the <i>Body & Soul</i> program training	
2) Establish Faith Projects and develop and maintain a strategic plan for the dissemination and implementation of <i>Body & Soul</i> in qualifying churches within the region.	December 1, 2011 - January 31, 2012 and December 1, 2012 - January 31, 2013	Subcontractor	On file: Completed critical analysis of lessons learned; dissemination and implementation plan with ACS	
3) Identify and recruit qualifying predominantly African American churches to implement and sustain <i>Body & Soul</i> . In addition, create opportunities for churches and faith-based agencies to compete for mini-grant funds in order to execute activities in support of the Collaborative's Nutrition and Beverage Education Initiatives and/or community engagement initiatives.	October 1, 2011 - September 30, 2012 3	Subcontractor	Submit: Completed electronic ATF (# of churches, etc.) On file: Completed church letters of commitment	
4) Train church leadership at each recruited church on the <i>Body & Soul</i> program, which includes but is not limited to: the development and maintenance of church leadership support for the program; implementation of church-wide events; delivery of classes that build healthy eating, healthy beverage education, and physical activity skills; and development and maintenance of a church environment that supports healthy eating and physical activity. Church and community partnership development, planning, interventions, and follow up should be based upon the guidance in the <i>Body & Soul: Celebration of Healthy Eating and Living Toolkit</i> and the <i>Building a Healthy Body & Soul Faith-Based Nutrition and Physical Activity Health Ministry Guide</i> .	October 1, 2011 - September 30, 2012 3	Subcontractor	Submit: Completed electronic ATF (# of trainings, # of participants, etc.) On file: Training participation log, summary of training evaluation results, completed partnership agreement	
5) Provide technical assistance and support to the churches and local health departments to ensure the efficient and effective delivery of <i>Body & Soul</i> .	October 1, 2011 - September 30, 2012 3	Subcontractor	Submit: Progress report narrative On file: Technical assistance log	
<p>Legend: CEO = Chief Executive Officer, RS = Research Specialist, FA = Financial Analyst, AA = Administrative Assistant (Student Professional Worker)</p>				

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
6) At least once, educate and train local public health departments in the region on Faith-Body and Soul objectives. Provide ongoing technical assistance to the departments throughout the term of the contract.	October 1, 2012 - September 30, 2013	Subcontractor	Submit: Progress report narrative On file: Technical assistance log
	Objective 41 Faith-Partnerships and Collaborative's: By September 30, 2012 3, facilitate regional implementation of Body & Soul in participating churches and enhance connections between the churches and the community by recruiting a minimum of 7 community partners, annually, to provide participating churches with resources.		
	October 1, 2011-September 30, 2012	Subcontractor	Submit: Progress report narrative
			On file: Technical assistance log
Objective 42 Faith-Church Events: By September 30, 2012 3, improve fruit, healthy beverage and physical activity-related awareness, knowledge, attitudes, skills, and behaviors among eligible low-income African American adults by providing nutrition and healthy beverage education materials at large or regional community celebrations and/or Body & Soul kick-off events, annually reaching at least 2,000 of the region's eligible low-income African American adults.			
	October 1, 2011-September 30, 2012	Subcontractor	Submit: Completed electronic ATF (# of churches, # of events, # of people reached, etc.)
			On file: Training log, summary of training evaluation
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
Objective 4: Community Based Organization & Direct Health Service Provider - Educational Lessons: From October 1, 2011 through September 30, 2012, improve fruit, vegetable, healthy beverage, and physical activity-related knowledge, opinions, skills, and behaviors among eligible low-income adults by coordinating with local health departments to identify, recruiting, training, and providing support to community-based organizations (CBOs) and direct health service providers (DHSPs) to conduct nutrition and healthy beverage education lessons from the <i>Fruit, Vegetable, and Physical Activity Toolbox for Community Educators</i> (Toolbox). CBOs and DHSPs include social action groups, community centers, health care services, housing centers, resource centers, CalFresh offices, and any other place where the target audience assembles for classes. Reach eligible low-income Latino adults through a minimum of 25-30 CBOs and DHSPs, achieving a minimum of 14,090 individuals annually. Reach eligible low-income African American adults through a minimum of 30-40 CBOs and DHSPs, achieving a minimum of 7,370 contacts annually. 			
(1) Identify, recruit, and secure partnerships with qualifying CBOs and DHSPs to implement the <i>Toolbox</i> to educate eligible low-income adults about fruits, vegetables, healthy beverage , and physical activity and about tools and strategies that eligible low-income adults can use to pursue positive nutrition- and physical activity-related environmental changes in their communities.	October 1, 2011-September 30, 2012	Subcontractor	Submit: Completed electronic ATF (# of partners, type of partners, etc.), methods used to identify CBOs and DHSPs included in the annual operating plan
(2) Using the <i>Toolbox</i> training video, train Community Health Leaders (CHLs), local health departments , and other relevant <i>Regional Network</i> staff to successfully implement <i>Toolbox</i> trainings using a train-the-trainer model. Ensure that CHLs and local health departments have proper knowledge to conduct <i>Toolbox</i> trainings to partners.	October 1, 2011-September 30, 2012	Subcontractor	Submit: Summary of training and evaluation results (SOW Report Form); training agendas On File: sign-in sheet
(3) Conduct trainings with CBO and DHSP <i>Toolbox</i> partners, provide ongoing technical assistance as needed, and follow up to obtain data on their usage of the <i>Toolbox</i> with the eligible low-income target audience using the <i>Toolbox</i> Participation Form.	October 1, 2011-September 30, 2012	Subcontractor	Submit: Completed train-the-trainer workshop evaluations
(4) Provide training to <i>Network</i> -funded projects and local health departments that wish to use the <i>Toolbox</i> to conduct educational activities with eligible low-income adults. Target audience members reached through other <i>Network</i> -funded projects should not be counted toward the numerical objectives above.	October 1, 2011-September 30, 2012	Subcontractor	Submit: Completed electronic ATF (# of trainings, etc.)
(5) Facilitate connections through which CBOs and DHSPs use the <i>Toolbox</i> to provide parent-targeted nutrition and healthy beverage education at churches, schools, youth organizations, and other appropriate sites partnering with <i>Network</i> campaigns and programs.	October 1, 2011-September 30, 2012	Subcontractor	Submit: Completed electronic ATF (# of partners, etc.), partnership agreements
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Objective 44 Administration -Staffing & Communications: From October 1, 2011 through September 30, 2012 3, initiate and maintain appropriate staffing, systems, policies and procedures to support contract administration, including scope of work activities, program and fiscal reporting, and auditing.			
Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
1) Establish appropriate staffing patterns and acquire required expertise according to contract and budget requirements, expected staffing patterns, and position descriptions as detailed in the contract and the <i>Regional Network Guidelines Manual</i> .	October 1, 2011 - September 30, 2012 3	CEO, Subcontractor	Submit: Biographical sketches and Other Support forms , percent of total budget dedicated to direct costs (Narrative)
2) Initiate and implement an internal communications plan that promotes program efficiencies and coordination among all aspects of the <i>Regional Network</i> . Communication needs should be re-assessed throughout the contract period.	November 15, 2011 - September 30, 2012 3	RS, CEO, Subcontractor	Submit: Internal Communications Plan On file: on-going updates as applicable
3) Quarterly (at a minimum) <i>Regional Network</i> campaign and program staff and <i>Regional Network</i> fiscal staff meet to address fiscal reporting procedures, invoicing, and overview of spending patterns, in order to ensure compliance with contract requirements.	Quarterly October 1, 2011 - September 30, 2012 3	AA, RS, CEO, Subcontractor	Submit: Meeting agendas On file: Meeting minutes/outcomes
4) Maintain appropriate staff time documentation including:	October 1, 2011 - September 30, 2012 3	Subcontractor	On file: Time logs, signed duty statements, semi-annual certification
a) Quarterly time study documentation on file for all staff working less than 100% on <i>Network</i> contract. Time studies are to be submitted to State <i>Network</i> for review upon request. Use of USDA-State <i>Network</i> approved time study is mandated.	October 1, 2011 - September 30, 2012 3	RS, AA, FA, Subcontractor	On file: Time logs
b) Current signed duty statement for <i>Regional Network</i> staff working 100% on <i>Regional Network</i> contract (of <u>please</u> note, part-time staff working only on <i>Network</i> activities fall into this category).	October 1, 2011 - September 30, 2012 3	RS, AA, FA, Subcontractor	On file: Signed duty statements
c) Signed semi-annual certification for employees paid 100% by <i>Network</i> contract.	October 1, 2011 - September 30, 2012 3	RS, AA, FA, Subcontractor	On file: Signed semi-annual certification
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Key Deliverables	Responsible Staff	Timeframe	Activity/Methods
Objective 45 Administration -Reporting: From October 1, 2011 through September 30, 2012 <u>3</u> , provide all requested reports, forms, fiscal documentation, and invoices on or before required deadlines as per the <i>Regional Network Guidelines Manual</i> .			
On file: Tools and summary of systems	RS, AA, FA, Subcontractor	November 15, 2011 - September 30, 2012 <u>3</u>	1) Design and refine regional systems and procedures for gathering necessary information to meet reporting requirements, including, but not limited to: scope of work progress report; technical assistance logs; time study documentation and analysis; fiscal expenditure reporting and analysis, if appropriate; and materials tracking. The need to capture qualitative information to inform products and efforts (e.g., newsletters, social media activities, websites) as well as case studies and success stories should also be considered in systems design.
Submit: Completed reports, forms, invoices as per contract and <i>Regional Network Guidelines Manual</i>	RS, AA, FA, Subcontractor	October 1, 2011 - September 30, 2012 <u>3</u>	2) Provide all requested reports, forms, fiscal documentation, and invoices on or before required deadlines as per the <i>Regional Network Guidelines Manual</i> . Reporting may transfer to online submission and data collection may change during the course of the contract period. For a complete listing of report requirements, reference the <i>Regional Network Guidelines Manual</i> . Selected requirements highlighted here include:
Submit: Completed SAAR (potential for electronic submission)	RS, AA, FA, Subcontractor	Semi-Annually October 1, 2011 - September 30, 2012 <u>3</u>	a) Semi-Annual Activity Report (SAAR).
Submit: Completed progress report documents	RS, AA, FA, Subcontractor	Semi-Annually October 1, 2011 - September 30, 2012 <u>3</u>	b) Progress Report Documents.
Submit: Completed electronic ATFs	RS, Subcontractor	Quarterly October 1, 2011 - September 30, 2012 <u>3</u>	c) Activity Tracking Forms (ATF) (electronic copies only) for all campaigns and programs submitted on the fifth day following the end of every quarter (January, April, July, October); with the exceptions of the Regional Operations ATF submitted on April 5th and October 5th only.
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
(d) Appropriate documentation to reflect hiring, equipment purchases, equipment retiring, and other activities that may have occurred during the reporting period as per the <i>Regional Network Guidelines Manual</i> .	October 1, 2011 - September 30, 2012 $\frac{3}{4}$	FA, AA, Subcontractor	Submit: Completed documentation
(e) Quarterly invoices due one month following the close of the quarter (January 31, April 30, July 31, and December 30) as per the <i>Regional Network Guidelines Manual</i> .	Quarterly October 1, 2011 - September 30, 2012 $\frac{3}{4}$	FA, AA, Subcontractor	Submit: Completed invoices On File: Back-up documentation
(f) Travel requests for non- <i>Network</i> sponsored trainings and conferences are to be submitted in advance with agendas using required <i>Network</i> form as per the <i>Regional Network Guidelines Manual</i> , as the requests arise.	October 1, 2011 - September 30, 2012 $\frac{3}{4}$	RS, AA, Subcontractor	Submit: Completed forms, Summary of Non- <i>Network</i> trainings attended (SOW Report Form) On file: Approvals
g) Local Support Report Forms.	<u>Quarterly</u> <u>October 1, 2012 - September 30, 2013</u>	<u>FA, AA, Subcontractor</u>	<u>Submit: Completed forms</u> <u>On File: Back-up documentation</u>
Objective 46 Administration - Staff Development & Technical Assistance: From October 1, 2011 through September 30, 2012- $\frac{3}{4}$, ensure that required staff participate in all orientation, training, and technical assistance opportunities offered by the <i>Network</i> .			
1) Ensure that all lead staff, including Campaign and Program Managers, Physical Activity Specialist, Project Director, Collaborative Coordinator, and Media Coordinator participate in <i>Network</i> trainings, orientations, and group teleconferences and webinars. Appropriate staff will also attend CX3 and CCLHDN meetings as needed. (Please note timeframes are provided to assist with planning and may change during the course of the contract). At minimum:	October 1, 2011 - September 30, 2012- $\frac{3}{4}$	Subcontractor	Submit: Summary of participation (SOW Report Form) On file: Agendas, Materials (as applicable, see below)
(a) Monthly teleconference calls/webinars (including All Funded Projects) for <i>Regional Network</i> Project Director and other key <i>Regional Network</i> staff as appropriate. Will participate in monthly teleconference calls to stay abreast of current updates. Teleconference attendees are responsible for disseminating information covered on the calls to all <i>Regional Network</i> staff, as appropriate.	Monthly October 1, 2011 - September 30, 2012 $\frac{3}{4}$	RS, Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
b) Campaign and program teleconference calls and/or webinars for Campaign/Program Managers, Physical Activity Specialists, and other key campaign/program staff. Each campaign/program will conduct separate monthly calls/webinars specific to the individual needs of the campaign/program.	Monthly October 1, 2011- September 30, 2012 <u>3</u>	RS, Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
c) Regional Network Statewide Trainings/Conferences: Participate in up to three, two-day trainings/conferences for Campaign/Program Managers and Physical Activity Specialists, with up to two of these trainings/conferences also mandatory for Project Directors, Collaborative Coordinators, and Media Coordinators. Trainings/conferences tentatively scheduled to include two in Sacramento (November 2014 <u>2</u> and February 2014 <u>3</u>) and one in Orange County or Los Angeles County (May 2014 <u>3</u>). Dates and locations are provided for planning purposes and are subject to change.	October 1, 2011- September 30, 2012 <u>3</u>	RS, Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Materials
d) Network Statewide Collaborative: Provide <i>Regional Network</i> participation in each of the <i>Network</i> Statewide Collaborative Subcommittees & Operations Subcommittee.	October 1, 2011- September 30, 2012 <u>3</u>	Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas, Materials
e) <i>Regional Network</i> Project Directors' meetings as scheduled: Minimum of two days each, for <i>Regional Network</i> Project Director or member representative.	November 2011 & May 2012 and November 2012 & May 2013	Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas, Materials
f) <i>Rethink Your Drink</i> Activities: Participate in monthly <i>Rethink Your Drink</i> teleconference calls as relevant to regional Nutrition Education Initiatives and up to one face-to-face meeting. Additional activities might include: participation in material development processes, pilot-testing new materials, presentation of relevant best practices, participation in data collection and evaluation activities, etc.	Monthly October 1, 2011- September 30, 2012 <u>3</u>	Subcontractor	Submit: List of participating staff dates, and contributions (SOW Report Form) On file: Agendas, Materials
2) Ensure that appropriate staff participate in region-specific technical assistance opportunities. At minimum:	October 1, 2011- September 30, 2012 <u>3</u>	Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
Legend: CEO = Chief Executive Officer; RS = Research Specialist; FA = Financial Analyst; AA = Administrative Assistant (Student Professional Worker)			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
a) Campaign and program technical assistance calls pertaining to the specific technical assistance needs of the region.	Monthly October 1, 2011 - September 30, 2012 <u>3</u>	Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
b) Annual Progress Report Teleconferences: <i>Regional Network</i> staff will participate in one annual teleconference to review Progress Report feedback.	January 2012 and <u>January 2013</u>	Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
c) One Shaping Health as Partners in Education (SHAPE) California school networking meeting sponsored by the <i>Network</i> (offered in most regions), <u>annually</u> .	March 1, 2011 - July 31, 2012 <u>3</u>	Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas, Materials
3) Ensure that pertinent program and fiscal staff participate in required site visits, at minimum: one joint fiscal and program visit, and one each per campaign and program. <i>Note: Visits may be conducted together and/or separately. Regional Network</i> staff may also be requested to host one visit by the <i>Network</i> Program Compliance Review Team.	October 1, 2011 - September 30, 2012 <u>3</u>	Subcontractor CEO, FA, RS,	Submit: Strategic outcomes of site visit (Narrative) On File: Performance Improvement Plan (PIP) upon request
4) Ensure that appropriate staff receive additional training that supports their job duties and the <i>Regional Network</i> Scope of Work. At minimum:	October 1, 2011 - September 30, 2012 <u>3</u>	Subcontractor CEO,	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
a) CPR and First Aid Certification: At minimum, <i>Regional Network</i> Physical Activity Specialists must have current certification.	By October 28, 2011 and Oct. 28, 2012	Subcontractor	Submit: Copy of current certification
b) Food handling certification (such as ServSafe) that meets the county requirements for each county in which interventions involving food handling will occur. Each food <u>and beverage</u> demonstration or food <u>and beverage</u> sampling activity required in the scope of work must be staffed by a minimum of one person with a current food handling certification. All additional activities involving food handling must be appropriately staffed to meet the requirements of the county in which the activity occurs. At minimum, <i>Retail Program</i> Manager and appropriate community health leaders must be certified.	October 1, 2011 - September 30, 2012 <u>3</u>	Subcontractor	Submit: Copy of certification for certified staff

Legend:
CEO = Chief Executive Officer, RS = Research Specialist, FA = Financial Analyst, AA = Administrative Assistant (Student Professional Worker)

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>c) <i>Regional Network</i> Cross-training: Ensure that all lead staff, including Campaign and Program Managers, Physical Activity Specialist, Project Director, Collaborative Coordinator and Media Coordinator receive an in-depth orientation and training on each of the <i>Regional Network</i> campaigns, programs, initiatives, and other major activities, including <i>Rethink Your Drink</i>, providing all such staff with adequate background and familiarity, enabling them to generally address any <i>Regional Network</i> effort when out in the field, facilitating integration and coordination opportunities with a variety of partners.</p>	October 1, 2011 - September 30, 2012 ³	RS, AA, Subcontractor	<p>Submit: list of training dates and attendees (SOW Report Form)</p> <p>On file: Training materials</p>
<p>d) One to two additional pre-approved meetings and/or trainings of choice for Project Director, each Campaign/Program Manager, Physical Activity Specialist, Collaborative Coordinator, and Media Coordinator.</p>	October 1, 2011 - September 30, 2012 ³	RS, Subcontractor	<p>Submit: List of participating staff and dates (SOW Report Form)</p> <p>On file: Agendas, Materials</p>
<p>e) Quarterly invoices due one month following the close of the quarter (January 31, April 30, July 31, and December 30) as per the <i>Regional Network</i> Guidelines Manual.</p>	Quarterly October 1, 2011 - September 30, 2012 ³	PD	<p>Submit: Completed invoices</p> <p>On File: Back-up documentation</p>
Objective 47 Administration - Materials & Materials Management: From October 1, 2011 through September 30, 2012 ³ , comply with guidance related to materials creation and production; establish and implement appropriate systems and procedures for warehousing, storage and tracking of inventory for contract, campaign and program materials.			
<p>1) Comply with guidance related to materials creation and production as per the <i>Regional Network Guidelines Manual; Rethink Your Drink Branding Guidelines</i>, and <i>Fruits & Veggies--More Matters™</i> licensing agreement. Complete materials approvals form as necessary prior to production and dissemination of materials developed by <i>Regional Network</i> staff.</p>	October 1, 2011 - September 30, 2012 ³	CEO, Subcontractor	<p>Submit: Completed materials review form, sample final materials</p>
<p>2) Warehouse/store and track inventory for contract, campaign and program materials (quantity of materials is dependent upon each region's target audience size and can be minimal with appropriate use of online ordering system; allocations will be adjusted as needed).</p>	October 1, 2011 - September 30, 2012 ³	FA, Subcontractor	<p>Submit: Completed SAAR</p> <p>On file: Materials request tracking</p>
<p>3) Establish and manage a lending library of relevant <i>Network</i> and partner materials (including <i>Rethink Your Drink</i>, physical activity promotion, etc.), for access by local health departments and other <i>Network</i>-funded projects in the region.</p>	October 1, 2012 - September 30, 2013	Subcontractor	<p>Submit: List of lending library contents</p> <p>On file: Lending library contents</p>
<p>Legend: CEO = Chief Executive Officer, RS = Research Specialist, FA = Financial Analyst, AA = Administrative Assistant (Student Professional Worker)</p>			

October 1, 2012 - September 30, 2013

PERSONNEL SALARIES*:									
NAME AND POSITIONS DESCRIPTIONS									
1. Position									
2. Annual Salary									
3. Total FTE (as a decimal)									
4. Total Dollars									
1.		Title:	Nutrition Program Director [Chief Executive Officer (CEO)]	In-kind	0.40	In-kind			
2.		Title:	Research Analyst II [Research Specialist (RS)]	\$	64,010	1.00	\$	64,010	
3.		Title:	Administrative Assistant II [Finance Analyst (FA)]	\$	61,382	1.00	\$	61,382	
4.		Title:	Student Professional Worker [Admin Asst (AA)]	\$	24,940	0.80	\$	19,952	
5.		Title:	Student Professional Worker [Admin Asst (AA)]	\$	24,940	0.80	\$	19,952	
SUBTOTAL				\$	175,272	4.00	\$	165,296	
POSITION DESCRIPTIONS:									
		Nutrition Program Director [Chief Executive Officer (CEO)] Position # 1							
		Research Analyst II [Research Specialist (RS)] Position # 2							
		Administrative Assistant II [Finance Analyst (FA)] Position # 3							
		Student Professional Worker [Admin Asst (AA)] Position # 4, 5							

B. FRINGE BENEFITS*:																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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County of Los Angeles Dept. of Public Health
11-10233 A03
Los Angeles Region

Exhibit B Attachment I
BUDGET JUSTIFICATION
October 1, 2012 - September 30, 2013

[illegible]

Los Angeles Region

Exhibit B Attachment I
BUDGET JUSTIFICATION
October 1, 2012 - September 30, 2013

[illegible]

County of Los Angeles Dept. of Public Health
11-10233 A03
Los Angeles Region

Exhibit B Attachment I
BUDGET JUSTIFICATION
October 1, 2012 - September 30, 2013

[illegible]

Exhibit B Attachment II
SUBCONTRACTOR BUDGET
October 1, 2012 - September 30, 2013

A	Name of Subcontractor Organization:									
PERSONNEL SALARIES:										

NAME AND POSITION DESCRIPTIONS										
1. Position				2. Annual Salary			3. Total FTE (as a decimal)			4. Total Dollars
1	Title:	Administrator [Project Director (Sub PD)]		\$95,151			1.00			\$95,151
2	Title:	Regional Media Specialist [Regional Media Coordinator (Sub MC)]		\$68,670			1.00			\$68,670
3	Title:	Coordinator of Other Program [Collaborative Coordinator (Sub CC)]		\$68,670			1.00			\$68,670
4	Title:	Project Coordinator [Worksite Program Manager (Sub WPM)]		\$68,670			1.00			\$68,670
5	Title:	Project Coordinator [African American Campaign Manager (Sub AACM)]		\$68,670			1.00			\$68,670
6	Title:	Project Coordinator [Retail Program Manager (Sub RPM)]		\$68,670			1.00			\$68,670
7	Title:	Project Coordinator [Latino Campaign Manager (Sub LCM)]		\$68,670			1.00			\$68,670
8	Title:	Project Coordinator [Power Play! Campaign Manager (Sub PPCM)]		\$68,670			1.00			\$68,670
9	Title:	Recreation Leader [Physical Activity Specialist (Sub PAS)]		\$68,670			1.00			\$68,670
10	Title:	Program Assistant [Worksite Program Assistant (Sub WPA)]		\$51,800			1.00			\$51,800
11	Title:	Program Assistant [Power Play! Campaign Program Assist (Sub PPCA)]		\$51,800			1.00			\$51,800
12	Title:	Program Assistant [Latino Campaign Assistant (Sub LCA)]		\$51,800			1.00			\$51,800
14	Title:	Program Assistant [Power Play! Campaign Assistant (Sub PPCA)]		\$51,800			0.75			\$38,850

Exhibit B Attachment II
SUBCONTRACTOR BUDGET
October 1, 2012 - September 30, 2013

1. Position	2. Annual Salary	3. Total FTE (as a decimal)	4. Total Dollars
NAME AND POSITION DESCRIPTIONS			
15	\$51,800	0.75	\$38,850
16	\$51,800	0.50	\$25,900
17	\$38,160	0.50	\$19,080
18	\$38,160	0.50	\$19,080
19	\$38,160	0.50	\$19,080
22	\$38,160	0.20	\$7,632
23	\$38,160	0.20	\$7,632
24	\$38,160	0.20	\$7,632
25	\$38,160	0.20	\$7,632
26	\$38,160	0.20	\$7,632
27	\$38,160	0.20	\$7,632
SUBTOTAL			\$1,006,543

Exhibit B Attachment II
SUBCONTRACTOR BUDGET
October 1, 2012 - September 30, 2013

POSITION DESCRIPTIONS:	
Position #1	Administrator (e.g., Project Director)
Position #2	Regional Media Coordinator
Coordinator of Other Program (e.g., Collaborative Coordinator)	Supervises, coordinates, facilitates nutrition education activities of the <i>Regional Network</i> collaborative, arranges workshops and special events related to nutrition education priorities. Coordinates nutrition education and physical activity integration resource sharing among Network-funded projects and partners serving the SNAP-Ed eligible audience.
Project Coordinator (e.g., Assistant Project Director, Power Play! Campaign Manager, Latino Campaign Manager, African American Campaign Manager, Worksite Program Manager, Retail Program Manager, etc.)	Under the direction of the Administrator, coordinate and organize program/campaign staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
Recreation Leader (e.g., Physical Activity Specialists)	Mentors and trains staff, <i>Network</i> funded projects, and others serving the SNAP-Ed eligible population, on integration of physical activity into nutrition education interventions. Coordinates one-time physical activity demonstrations. Chooses nutrition and physical activity resources to distribute with nutrition education interventions.
Program Assistant (e.g. Power Play Assistant, Latino Assistant, Worksite Assistant, African American Assistant)	Assists the Project Coordinator with nutrition education program planning and development. Under the direction of Project Coordinator, implements campaign and program nutrition education trainings for <i>Network</i> -funded projects and partners serving the SNAP-Ed eligible target audience, researches and assists with recruitment of eligible intervention sites and audiences for campaign and program expansion, and assists with required contract documentation and reporting.
Promotora (e.g., Community Health Leaders)	Works with the Project Coordinator in SNAP-Ed communities to conduct nutrition education interventions and participate in local events to promote health eating and physical activity for SNAP-Ed eligibles.
Position #17 -27	

[illegible]

Los Angeles County Chief Executive Office
Grant Management Statement for Grants Exceeding \$100,000

Department: Public Health – Public Health

Grant Project Title and Description

Network for a Healthy California - The mission of the Network is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and accessibility to healthy food with the goal of preventing obesity and other diet-related chronic diseases.

Funding Agency

United States Department of Agriculture pass through California Department of Public Health

Program (Fed. Grant #State Bill or Code #)
**Standard Agreement # 11-10233
Amendment Number A03**

Grant Acceptance Deadline
October 1, 2012

Total Amount of Grant Funding: **\$1,745,000**

County Match Requirements: N/A

Grant Period: **10/1/2012 – 9/30/2013**

Begin Date: **10/1/12**

End Date **9/30/13**

Number of Personnel Hired Under this Grant:

Full Time 12

Part Time 12

Obligations Imposed on the County When the Grant Expires

Will all personnel hired for this program be informed this is a grant funded program? Yes ☒ No ☐

Will all personnel hired for this program be placed on temporary "N" items? Yes ☒ No ☐

Is the County obligated to continue this program after the grant expires Yes ☐ No ☒

If the County is not obligated to continue this program after the grant expires, the Department will:

a). Absorb the program cost without reducing other services Yes ☐ No ☒

b). Identify other revenue sources Yes ☐ No ☒

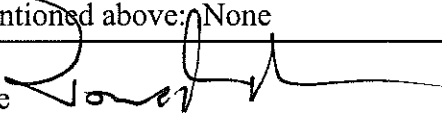
(Describe)

c). Eliminate or reduce, as appropriate, positions/program costs funded by this grant Yes ☒ No ☐

Impact of additional personnel on existing space: None.

Other requirements not mentioned above: None

Department Head Signature



Date

8-27-12